CLUB CULTURE.

Club culture is the reflection of the attitude and feeling that members have about their club. It is valuable/important to develop a positive club culture if the club is to progress, prosper and succeed. A successful club is dependent on the quality of leadership of the club and the example the leadership sets. To feel the way we do things is special to our club. Members must know and share the same values of acceptable behaviour.

DEVELOPMENT OF CLUB CULTURE:

Leadership:
Those with any leadership responsibility in the club – President, executive officers, committee members, selectors, team managers, skips, Division 1 and senior players etc. – need to carry out their roles with enthusiasm, efficiency and commonsense.
Leaders talk up the good stuff, quickly refute sub-standard stuff; react to mediocrity and deal with unacceptable behaviour.
Remember actions speak louder than words and a dash of humour prevents hardening of the attitudes.

Communication:
Good communication involves listening, advising, encouraging, exchanging ideas. Attitudes need to be personable, welcoming, honest, receptive, courteous, caring, compatible, enthusiastic with positive body language and good eye contact. We all have two ears, two eyes, one mouth – to be used in similar proportion.
Good communication skills means presenting views clearly; handling conflicts; having a good sense of humour; starting up conversations with strangers; being comfortable in social situations and looking people in the eye when speaking to them.

PENNANT PERFORMANCE:
Club culture impacts on side pennant performance. Leaders, i.e. selectors and skips, need to accept a leadership role involving
- improved approach to standard setting by preparation of a game plan(s) that team members accept, understand, practice, experiment with and prepare for. A team then practises routines and activities after discussion and agreement.
The most valuable player is one who knows what has to be done, carries it out and neither seeks, nor expects recognition for his efforts, whilst reinforcing every effort of his team mates.
Rewarding effort rather than success is the basis for creating a culture for success.
A good team, when faced with adversity, will reaffirm the quality of their strategy, have confidence in their ability to execute their plans and resolve to persevere at the things they believe are right. However, it may be necessary to fall back on Plan B. Don’t be too rigid in your thinking.
The suggestion that you can succeed gives you the chance to succeed; the suggestion that you may not, or worse, cannot, will ensure defeat.

Buckingham Bowls Club. May, 2014/DGC.