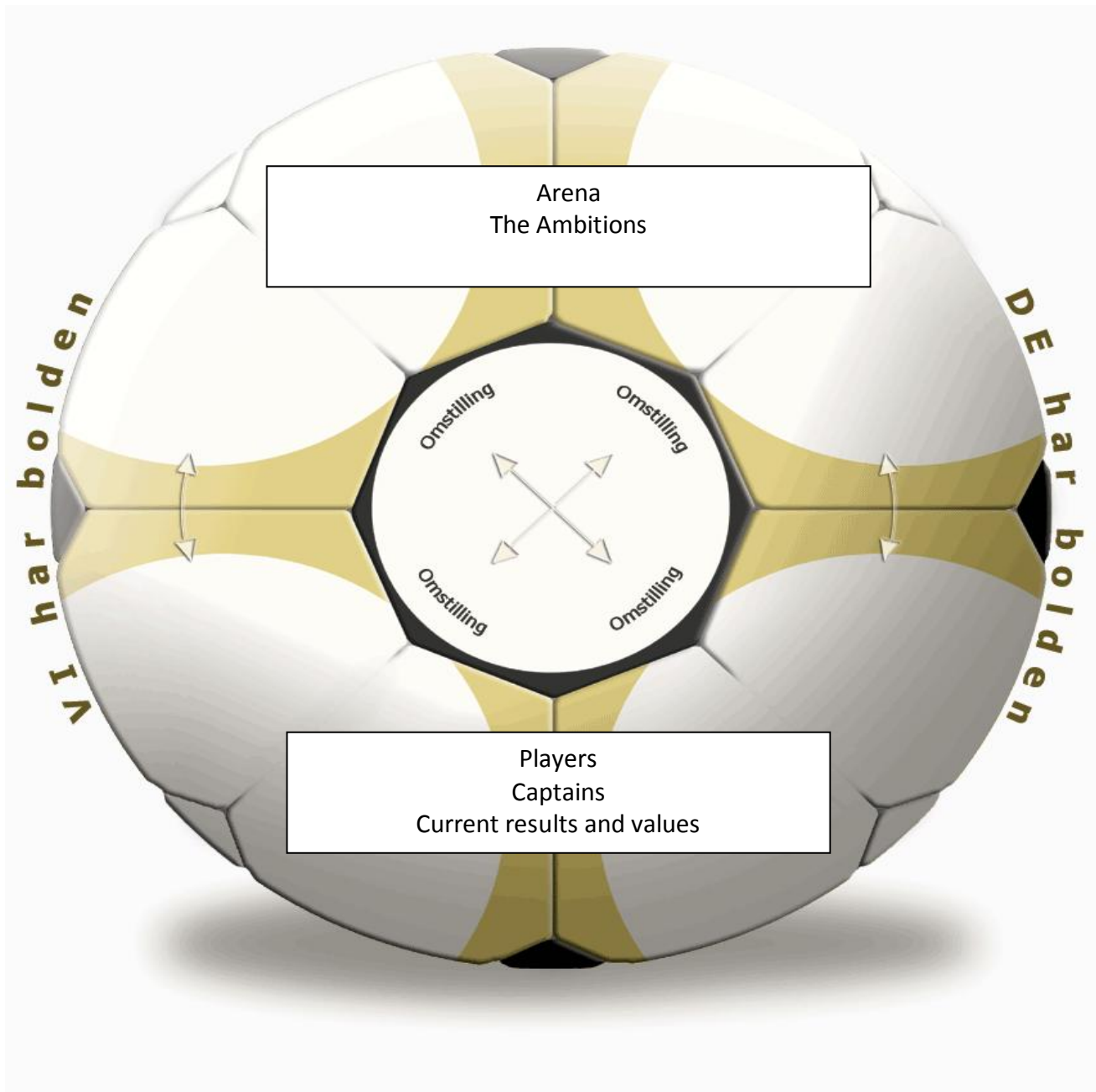


# DBU Clubplan

A management tool for club leaders in Danish football



## **Background**

Club leaders in Danish football today must be able to relate to the strategic, tactical and operational level, to the individual volunteers, to relationships in and outside the Club, to the communicative, to the changes happening with the members and in the surroundings.

When it comes to successful Club leadership good planning is necessary. A good Klubplan makes it easier and more fun to achieve the goals, and also ensures a more efficient use of the Club both economic as human resources. DBU Klubplan is a planning tool developed for this purpose. DBU Klubplan is a "business plan" to ensure the Club's leadership a thorough description of the Club's goals and the means to achieve these.

## **Club Development**

DBU Klubplan helps club leaders in Danish football with getting a larger overview and a useful strategically tool in the long-term as well as the day-to-day management in the Club. DBU Klubplan is a tool that ensures that:

- Leaders, coaches, players, volunteers, municipalities etc. can work for the same objectives and know the Club's funds
- Sponsors are aware of the Club's proposed development

## Background information:

<b>Name of the Club:</b>	
<b>Address:</b>	
<b>Zip code:</b>	<b>City:</b>
<b>Web site:</b>	<b>E-mail:</b>
<b>Phone:</b>	<b>CVR:</b>

## Summary

Write a *briefly* summary of the entire Klubplan, with a focus on challenges in:

- Arena
- The Ambitions
- Players
- Captains
- Current results and values

## Need for development

The challenges described above indicate the need for:

- Club development -
- Personal development -

## Plan of action

DBU Klubplan offers the basis for a detailed action plan over:

- What is initiated
- By whom
- When
- Why
- How

## Facts today

Describe briefly and give an overview of the Club:

- Organization (attach organization chart)
- Laws of the Club
- Board members
- Daily management
- Number of members in the Club – by age and sex
- Number of teams

## Status

Describe briefly:

- The Club's economy (finance, cash flow)
- The Club's products/core services

- The Club's audiences
- Communication Channels (contact with the target group/new target groups (marketing, networking))
- Trainers, managers and administrative staff professional qualifications

### **Clubvision**

- Vision
- What
- How

### **Competitive advantages**

### **Arena**

#### **Industry analysis (local perspective)**

Describe briefly your competitors (young people/seniors).

#### **Market potential (size and economy)**

Describe briefly the audiences who compete on:

- Children and young people
- Seniors

target groups up into subgroups, for example:

- Age and sex
- School

Describe briefly the actors in culture – and the experience industry the Club competes with.  
Describe briefly the other culture

#### **Critical success factors (minimum requirements)**

Describe briefly what it takes to be an attractive Football Club in relation to core services, defined as football/motion/on grass, sand, grass, street, beach, Futsal:

- Health and prevention
- Values
- Levels
- Quality – in training and match
- Number of teams
- Facilities
- Parents
- Surroundings
- Opening Hours
- Target groups different requirements for attractive environment
- Technology
- Clothing

#### **Threats (other culture – and experience providers)**

Describe briefly the Club's advantages/disadvantages/threats/opportunities in relation to other associations/stakeholders. Can be calculated in concrete areas:

- U12
- Technology
- Segments
- Products.

### **Market**

Define briefly the market of the Club.

### **Economics**

- Quota
- Grants (municipality, etc.)
- Sponsors
- Foundations

### **The ambitions (strategies)**

#### **Strategic opportunities (industry)**

Describe briefly the areas where the Club can advance on:

- Sporting
- In other areas (membership, girls club, grassroots club, immigrate club, senior Club, youth team)

### **Internal**

Describe briefly:

- What the Club's leadership has had success with
- What the Club is good for today

### **Structures (appropriate and optimal)**

Comment on the following statements:

- The Club have the right organization to the challenges of the future
- The Club's management communicates and leader the Club in an appropriate manner in relation to stakeholders

### **The Club's competences**

Describe briefly what qualifications (Professional, formal, daily profession) the Club has:

- Members
- Leaders
- Coaches
- Volunteers

### **The Club's potential exploitation**

Describe briefly how the Club's leadership uses the various professional skills. Evaluate subsequent about synergies is exploited optimally.

### **The Club's history and performances (visions)**

Describe briefly:

- The Club's historical origin (start, people, time)
- The red thread in the Club – values – core performance – vision – mission
- Performance – sporting, social, health
- The dream/vision Club have
- Desirable and prospective future for the Club

### **Analysis of the situation now**

#### **The Club's reputation (attractive)**

Describe briefly:

- The Club's current reputation/brand – sponsors, municipality etc.
- Whether the Club is attractive – in the given situation

### **Captain = Club Management and key people (leadership)**

#### **Club management competencies (complementary)**

Describe briefly the Club's managerial strength profile (SWOT)  
Is the Club Management a group of leaders or a leadership group?

#### **Club Management's management style**

Describe briefly:

- The Club's current management style
- needs in the future
- The need for the development of current leadership
- The need for new leadership
- What club management would like to be known for

### **Current results and values**

Describe briefly the current:

- Number of members
- Sporting results
- Values

#### **The Club's value for the community**

Describe briefly the Club's value for the community, including the Club's actual eligibility.