

## LMA School of Football Management

### Scenario 1

Barnes' office was populated with ageing trophies from competitions which no longer existed, a single decanter of brandy and a panoramic window which, had the blinds on it not been drawn, would have gazed straight over the glassy-green surface of the Spring Road pitch. Despite all the trappings of top flight footballing business, even the décor couldn't help but feel slightly hollowed by the past few days. A premature cup exit to lowly Cookham and the following departure of manager and much loved ex-player Don Berg left a taste around the ground of relegation and lament.

Chairman Barnes was both famous and infamous for his hands-on approach at Hillcrest United, and his search for a new manager had been no different. The latest in a long line of applicants for the job, Jason Millar, currently sat across from his table explaining his intentions. Being one of the youngest to have applied, and with only assistant manager work for experience, Barnes was taken aback by his frank confidence.

"From the research I've done sir," continued Millar "there seems to be an obvious culture within the club, which if not immediately addressed will continue to severely hamper the clubs performances at all levels."

Barnes was perturbed. He sipped his coffee, and finally spoke. "There is no culture here that doesn't exist at every top level club in the country. We have players who are boys, and boys will be boys. If you had ever managed a team, you would know that."

Immediately Millar realised he may have made a mistake. His friend Robert Wilson had told him that Barnes responded well to being challenged, yet this was the same Robert Wilson who Barnes had sacked four years previously for questioning his choice of club mascot. Maybe his inexperience was showing? Yet while this was Millar's dream job, he knew he only wanted it on the condition that he could stop the rot his way and in no other. There was a negative culture around Spring Road, he was sure of it, and he was the man to change it.

#### ***For the Learner:***

- *How would you help Jason, at his interview to persuade the club chairman of the need for a Culture of Excellence?*