

Grassroots vision – a marketing tool

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Intro

Carlos Prieto. www.shareandplay.org

- 3 x Champions League winner
- 4 x Liga ASOBAL
- 4 x Copa ASOBAL
- 2 x EHF Cup winner
- 1 x Olympic Bronze Medal
- 1 x Super Globe winner
- 10 Teams, 5 countries
- Sport Education Diploma
- Sport Sciences Degree
- Share & Play Program founder
- EHF Lecture



Content

- 1. Simulation: Building our club
- 2. Blinders syndrome
- 3. Social component
- 4. Meaning of success
- 5. The process
- 6. Club concept and goals
- 7. Niche and opportunities
- 8. Reflection



1. Simulation

- Your club as a house



Let's play: design your home

- Facade
- Style
- Dimensions
- Color
- All important matters for you...





- How strong are your foundations?
- Did you think about it?



What are your foundations?

Young generations
Grassroots

2. Blinders syndrome

- No look / No listen. Dangerous
- Looking the line, missing the point
- Eyes wide open!!
- Surround yourself with experienced people
- Creativity!





Common scenario

- Priorities = Short-term period
- Just high performance proposal
- Social initiatives as expenses

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- Top players
 - Supporters
 - Great product
 - Success
 - I+D+I
 - Trend analysis
 - Risk analysis
 - Beyond handball
 - Home-grown players

3. Social component

- Engagement (Kids, parents, family, fans)





Key words

Community: Small or large social unit who have something in common such a values or identity.

Sense of community : Integration and fulfillment of needs, membership, shared emotional connection, influence.



How to start?

- Education
- Engagement

4. Success

- To win
- To be the champion



The really meaning of success

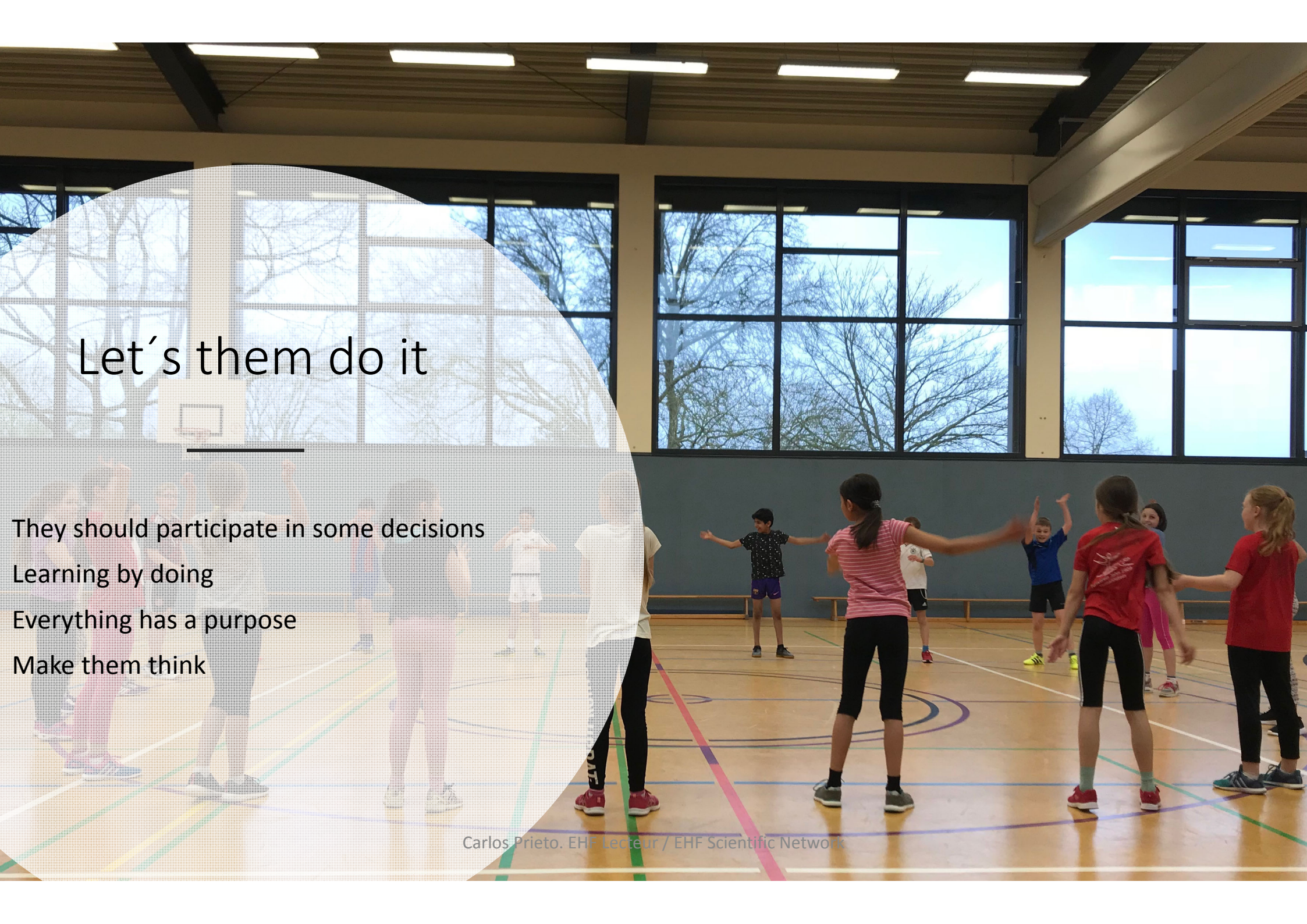
- To make an impact
- To encourage people
- To value the process
- To give everything you have
- To fail, in order to learn



5. Part of the process

- Making them important in every decision
- Responsibility





Let's them do it

They should participate in some decisions

Learning by doing

Everything has a purpose

Make them think

Leading my club/federation

#1: Create a new proposal:

- Taking in consideration: actual situation, needs, resource

- Goal
- Motivations
- Difficulty
- Impact



Leading my
club/federation

#2: Connect the result with your club/federation identity



What's your identity?

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6. Club concept and goals

- Do I know my identity?
- Are the duties clear enough?
- Where do I belong?





Find your identity,
embrace it

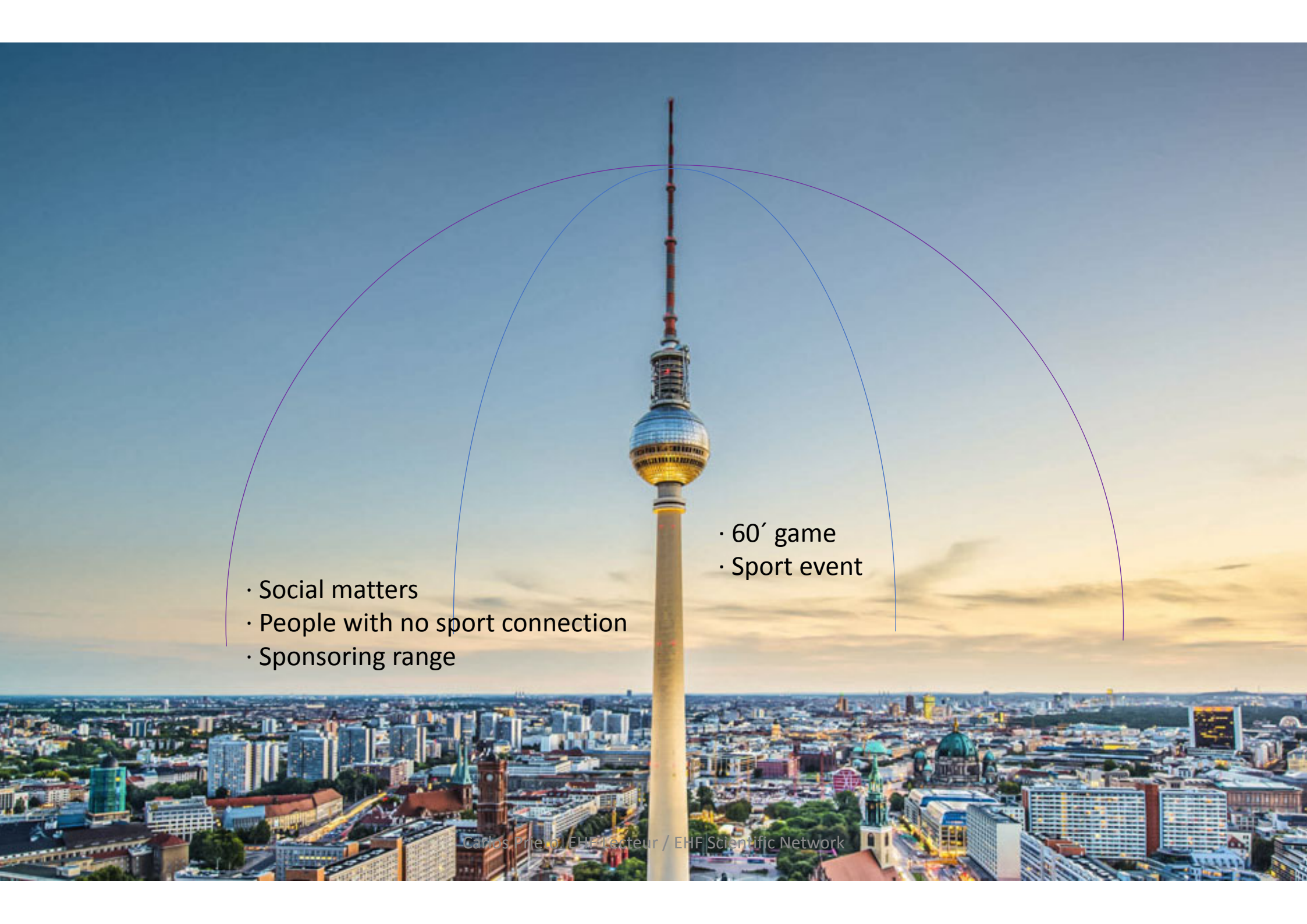
- Clear mission
- Make it with a purpose
- Diversify and win
- Always something to offer
- Museum



7. Niches and opportunities

- It's handball a regional sport?
- How can we expand our product?



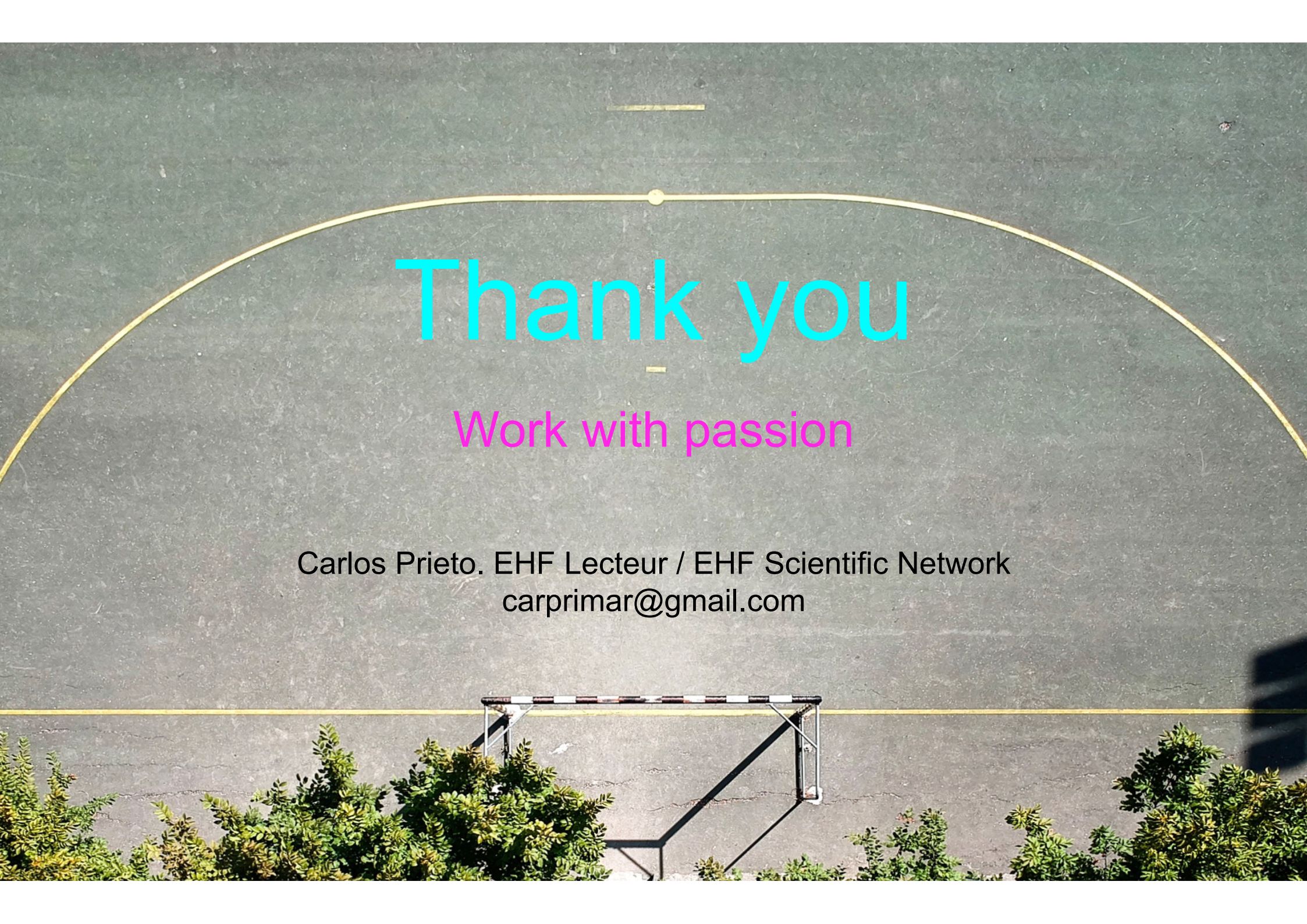
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- Social matters
 - People with no sport connection
 - Sponsoring range

- 60' game
- Sport event

8. Reflection

- Structure
- Identity
- Short-term strategy
- Long-term strategy
- Culture





Thank you

Work with passion

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