



Best practice: KRAS/Volendam Public vs. Private





Table of contents

- HV KRAS/Volendam club facts
- Mission statement
- Wat works well in my club:
 - KRAS/Volendam purification: Public vs. Private



Mission Statement

Handball Volendam wants to create a unique social environment in and around “het Volendamse” where all people's talents, each in their own way, can optimize and effectuate. We will give opportunities to those who have respect for each other and those who want to develop. Thus always measuring the balance between “giving and taking”.

Trends and developments where we can do nothing about are key to our strategy. Our driving forces are:

- Virtual world vs real world digitalization, mobility, social media
- Commercialization sports marketing, sports sponsorship, professional service, quality, entrepreneurship
- Groups together globalization, together, EU, schools, student connection, exchanges
- Personalization consumer behaviorism, choosing consciously, intelligence levels vs customization
- Family processes both parents work, convenience, changing roles mom's and dad's vs school & babysitting
- Place of sports recognition, definition, purification

What we really need to be good at:

- Respect and awareness of our cultural heritage - willingness to transfer it
- Young people who know virtual world - recognition of the real world vs virtual life
- People give attention and warmth - this applies to all
- Commercial awareness - valuation, transaction values, display, communication
- Control and organize beyond the game itself - sport is a mere product, transferable to other sports
- Attention to all in the family but focusing on female pioneers
- Listening with empathy - recreation - education - entertainment





Purification starts with vision

HV KRAS/Volendam

PUBLIC PARTNERS

SOCIALLY
RESPONSIBLE
ENTREPRENEURSHIP

PRIVATE PARTNERS





www.Sport-koepel.nl



General Meeting

SUPERVISORY BOARD

SUPERVISORY BOARD

SUPERVISORY BOARD

MANAGER

MANAGER

OFFICE

CLUB

PROJECT MANAGERS

COMMITTEES & GYMS

VOLUNTEERS & INTERNS

VOLUNTEERS & INTERNS





GYM 1: OPPERDAM



OFFICES



BUSINESS



BAR'S

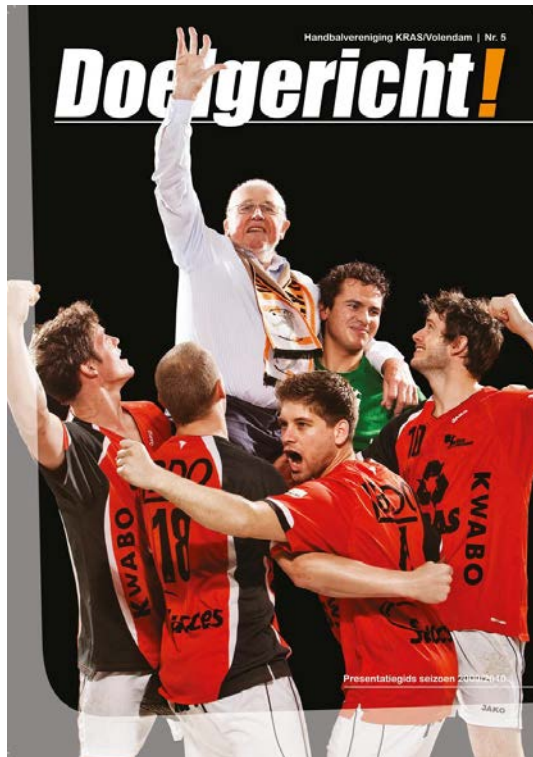
ENGAGE OUR DRIVING FORCES



Never delegate the purpose of the club. Always do it yourself'



VIRTUAL VS REALWORLD



HUMAN BALANCE



FOCUS ON WOMEN





www.sport-koepel.nl

tolplaatwerk



www.sport-koepel.nl



BE AUTHENTIC



www.sport-koepel.nl



