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COURSE BROCHURE

Sports Organisation Leadership and Governance Training Course

14 – 25 June 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Sports Organisation Leadership and Governance Training Course

Ref: 357_12482 **Date:** 14 – 25 June 2027 **Location:** Casablanca **Fees:** 8500 GBP

Sports Organisation Leadership and Governance is a 2-week training course for sports club executives, federation managers, coaches and athletic directors who steer clubs, federations and athletic departments, and each participant builds a leadership development plan. Boards, sponsors, athletes and fans now expect sports bodies to win, stay solvent and protect people at the same time. Jupiter Prime Training offers this course for leaders strengthening sports organisations.

Why Sports Organisation Leadership and Governance Matters Now

Three pressures shape sports leadership today: boards and members who expect transparent decisions and clean conflict-of-interest handling, athletes and parents who expect safeguarding and wellbeing to sit beside the pursuit of medals, and sponsors and public funders who tie money to measurable results and integrity. A sports body that leads well keeps talent, funding and trust; one that leads badly faces scandals, coach turnover and empty stands. The course rests on recognised good governance principles for sport, high-performance management models and athlete welfare practice, described in general terms rather than tied to any single code.

Who Gains Most from Sports Organisation Leadership and Governance

- Club executives who answer to boards and members for sporting results, finances and reputation
- Federation managers who run competitions, member clubs, national squads and development pathways
- Head coaches and performance directors who shape high-performance culture and staff behaviour
- Athletic directors who oversee multi-sport departments, facilities, scholarships and student athletes
- Board secretaries and integrity officers who manage governance processes, safeguarding and ethics cases

A federation or club gains most when its chief executive, performance director and board secretary attend together and agree one leadership agenda.

Sports Organisation Leadership and Governance Capabilities

Participants connect boardroom choices, coaching culture and athlete care to the results a sports body is judged on.

- Assess board structure, independence and decision rights in a club or federation — governance reform
- Design a high-performance culture with clear behaviours, roles and selection standards — coaching staff
- Build athlete welfare and safeguarding arrangements across squads and age groups — athletes and parents
- Align sponsors, members, leagues and public funders behind one strategic direction — stakeholder relations
- Apply change leadership methods to restructures, coach transitions and new strategies — organisational renewal
- Calculate sporting, commercial and integrity indicators on a balanced scorecard — board reporting

Key Sports Organisation Leadership and Governance Terms

- Sports governance — The structures, rules and processes by which a club or federation is directed, controlled and held accountable to members and funders.
- High-performance culture — The shared behaviours, standards and relationships that let coaches, athletes and support staff deliver results consistently under pressure.
- Athlete welfare — Care for the physical, mental and social wellbeing of athletes, including safeguarding, workload, education and life after sport.
- Safeguarding — Policies and actions that protect children, young people and adults at risk from harm within sport.
- Independent director — A board member with no management role or material interest in the sports body, appointed to bring objective judgement.
- Balanced scorecard — A performance framework tracking sporting, financial, stakeholder and organisational measures together rather than results alone.

Sports Organisation Leadership and Governance Day by Day

Day 1: The Sports Leadership Landscape

- Sports Industry Structure of Clubs, Leagues and Federations — Strategic Positioning
- Leadership Roles of Executives, Coaches and Directors — Accountability Lines
- Professional and Amateur Sport Models — Funding and Membership Choices
- Integrity Scandals and Lessons Learned — Reputational Exposure
- Personal Leadership Diagnostic for Sports Leaders — Development Priorities

Day 2: Sports Governance and Board Structures

- Good Governance Principles for Sport — Constitutional Reform
- Board Composition, Independence and Term Limits — Board Renewal
- Separation of Board and Executive Roles — Decision Rights
- Conflict of Interest Registers and Declarations — Integrity Safeguards
- Member Assemblies and Electoral Processes — Democratic Legitimacy

Day 3: Stakeholder and Board Relations

- Stakeholder Mapping of Members, Leagues, Sponsors and Funders — Engagement Priorities
- Chief Executive and Chair Relationship — Board Effectiveness
- Board Papers and Reporting Cycles — Informed Decisions
- Sponsor and Funder Relationship Management — Revenue Continuity
- Athlete and Fan Voice Mechanisms — Legitimacy and Trust

Day 4: High-Performance Culture

- High-Performance Management Models — Long-Term Medal Strategy
- Coaching Philosophy and Behavioural Standards — Squad Culture
- Talent Identification and Development Pathways — Future Squads
- Performance Support Teams of Sports Science and Medicine — Resource Allocation
- Selection Policies and Appeals — Fairness and Transparency

Day 5: Athlete Welfare and Safeguarding

- Safeguarding Policies and Designated Officers — Duty of Care
- Mental Health and Wellbeing Support for Athletes — Retention
- Training Load and Injury Management Protocols — Availability
- Athlete Education on Integrity and Anti-Doping — Clean Sport
- Dual Career and Transition Planning — Life After Sport

Day 6: Ethics, Integrity and Risk in Sport

- Codes of Conduct for Officials, Coaches and Athletes — Behaviour Standards
- Competition Manipulation and Betting Threats — Integrity Units
- Whistleblowing Channels and Case Handling — Speak-Up Culture
- Disciplinary Panels and Sanctions — Due Process
- Sports Risk Register for Events and Squads — Board Oversight

Day 7: Change Leadership in Sports Organisations

- Change Readiness Assessment in Clubs and Federations — Reform Timing
- Leading Coach and Executive Transitions — Continuity
- Restructuring Departments and Merging Clubs — Organisational Design
- Communicating Change to Members, Fans and Media — Support for Reform
- Resistance Patterns Among Volunteers and Staff — Engagement Tactics

Day 8: Commercial Sustainability and Resources

- Revenue Mix of Sponsorship, Media, Tickets and Membership — Financial Resilience
- Budget Allocation Between Elite and Grassroots Sport — Strategic Balance
- Facility and Venue Strategy — Capital Choices
- Volunteer Workforce Planning and Recognition — Event Capacity
- Partnerships With Schools, Universities and Communities — Participation Growth

Day 9: Performance Measurement in Sport

- Balanced Scorecard for Sports Bodies — Board Reporting
- Sporting Key Performance Indicators and Medal Targets — Funding Cases
- Governance and Integrity Indicators — Compliance Assurance
- Athlete and Staff Survey Measures — Culture Health
- Benchmarking Against Peer Clubs and Federations — Improvement Targets

Day 10: Practising the Leadership Development Plan

- Applying Governance Diagnostics to a Chosen Sports Body — Reform Agenda
- Applying Culture and Welfare Standards to Squads — People Commitments
- Applying Change Leadership to a Live Reform — Transition Roadmap
- Applying the Scorecard to Leadership Goals — Measures of Progress
- Completing the Leadership Development Plan — Board Endorsement

Applying Sports Organisation Leadership and Governance After the Course

- Run a governance health check of the home board against the good governance principles covered, and present three reforms on independence, conflicts of interest or decision rights to the chair
- Lead a culture and welfare review with one squad or department using the athlete survey and safeguarding checklist taught, and agree two behaviour standards with coaching staff

Sports Organisation Leadership and Governance Questions FAQ

What is Sports Organisation Leadership and Governance and why does it matter now?

Sports Organisation Leadership and Governance is the way a club, federation or athletic department is directed, held accountable and led towards results. It matters now because boards, funders, athletes and fans expect winning, solvency, integrity and athlete care together.

Which roles gain most from Sports Organisation Leadership and Governance?

Club executives, federation managers, head coaches, performance directors, athletic directors and board secretaries gain most. Each shapes board decisions, performance culture or athlete welfare, and their choices decide whether a sports body keeps its talent, funding and public trust.

How does Sports Organisation Leadership and Governance differ from a sports marketing course?

A sports marketing course focuses on fans, sponsorship activation and media content. This subject concentrates on boards, decision rights, high-performance culture, athlete welfare, change leadership and the scorecards that hold a sports body to account.

What do you bring back from Sports Organisation Leadership and Governance?

You bring back a leadership development plan for your sports body, covering governance reforms, culture and welfare standards, a change roadmap and a scorecard of measures, ready to discuss with your board and senior staff.

Sports Organisation Leadership and Governance: The Way Forward

A leadership development plan first informs which governance reforms a board takes up and which leadership capabilities a sports body builds next. Chief executives, performance directors and board secretaries use it to brief chairs, coaches and funders. After its first use, the balance between medal targets and athlete welfare deserves a second look, because a culture that wins at any cost rarely keeps its people, sponsors or public trust.