



# LEA

## **NORDIC INTERNATIONAL LEADERSHIP EDUCATION**

A CO-OPERATION BETWEEN  
DENMARK, FINLAND, NORWAY,  
SWEDEN AND THE NETHERLANDS  
IN THE FIELD OF EDUCATION IN  
SPORTS



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**2022-2023**



## INTRODUCTION

Do you dream of making a difference for your sport as an international leader? The Nordic International Leadership Education gives you the necessary tools and knowledge to go for a position as an international sports leader. Together with competent and motivated participants from five different countries you will build an international network and develop the right skills to be able to act on the international scene.

The Nordic International Leadership Education (NILE) began in 2013 as a co-operation between Denmark, Finland, Norway, Sweden and The Netherlands.

The purpose of the programme is to enhance the development of talents amongst sports leaders at the top level in the five countries and to give the sports federations better opportunities to get representatives elected to top positions in the international federations. In this folder the NILE 2022/2023 edition is presented.

### THE TARGET GROUP OF THE LEADERSHIP EDUCATION

The target group for the education is divided into a prime target group and a secondary target group. This means that future applicants from the prime target group will be accepted into the programme before applicants from the secondary target group.

In accordance with IOC guidelines, the aim is to have 50 % of each gender and welcome diversity. We would therefore encourage candidates of all genders, ethnicity, backgrounds, and ability to apply.

#### Prime target group:

- Strong domestic sports leaders who are already well placed in the boards, executive committees of the various national sport federations and who are now seeking election to the board of the international or European sport federation.
- Sports administrators at executive level in the sports federations who have the backing of their national board to be elected to the executive committees and boards of the international or European sports federations in the near future.
- Identified "talents" in the sports organisations, who have great personal competences and receive a strong backing from their national federations to become an international sports administrator in the future.

#### The secondary target group:

- Already elected leaders to international or European sports federation, who believe that taking part in the Nordic International Leadership Education would strengthen their international work even further.





## THE STRUCTURE OF THE LEADERSHIP EDUCATION

The international leadership education consist of four physical seminars and three digital meetings taking place over a one-year period (August 2022 – June 2023).

The first seminar will be organized as a national seminar located in each of the five countries. The following seminars will be organized as common seminars between the five countries and will be located alternate in Copenhagen, Lausanne (study trip) and Bosön, Stockholm.

The educational programme covers the following leadership skills areas:

- Goal-setting
- Personal branding
- Defining, developing and delivering informative and persuasive communications
- Cross-cultural awareness and understanding
- Relations building, motivation and avoidance
- International lobbying for sport – planning, strategy and execution
- International sports policy
- International sporting events

# CONTENT OF THE LEADERSHIP EDUCATION

## **SEMINAR 1 STRUCTURE OF INTERNATIONAL SPORTS CO-OPERATION AND THE OLYMPIC FAMILY, GOAL SETTING AND RHETORIC: PERSUASIVE COMMUNICATION**

### **Dates**

Norway, 31 August-2 September 2022  
Finland, 21-23 September 2022  
Denmark, 14-16 September 2022  
Sweden, 7-9 September 2022  
Netherlands, 29 September – 1 October 2022

Up till 25 national participants in each country can participate in each national seminar.

In this seminar you will get a preliminary view of international sports policy. You will also receive specific communication tools that will enable you to deliver your message in a convincing way.

The seminar serves also as a momentum to select the participants, which will join the international seminars.

**This first seminar will have the following content:**

- The structure of international sports cooperation
- The Olympic Family
- International strategies in national federations
- The experience of an experienced international sports leader
- Setting SMART Goals and creating individual development plans
- Persuasive and breakthrough communication for leaders

## **SEMINAR 2 INTERPERSONAL DYNAMICS INVENTORY (IDI) AND PERSONAL BRANDING:**

Copenhagen, November 23-25, 2022

**Day 1:** You and the other participants from the five countries will have time to get to know each other and their SMART goals set at seminar 1.

In addition you will get insight in what moves and motivates others to achieve their goals. You will learn how others experience you, and how you are able to influence them. Before the seminar, you will take an IDI-test. IDI is a model of human behaviour that enables leaders to better understand and predict the behaviour of



others, gain insight into how others think and feel, and to better understand the same about themselves. Understanding human dynamics is critical to building relations, influencing and motivating, as well as identifying sources of conflict and handling it successfully.

**Day 2-3:** In these two days, you will learn specific techniques of how to use your body languages to present yourself in a confident and charismatic way. You will also get the insight in how to consider cultural background when you target your message and the way of delivering your message to them.

### Personal Branding

In the art of confident, credible, and charismatic delivery, 60 - 70% of communication takes place on the physical level, having little to do with the actual words we say. By understanding the dynamics of physical delivery, this training enables presenters to connect with their different audiences during speeches and presentations, to be engaging and authentic; to handle and eliminate their own fear; and to deliver clear, credible, and convincing messages that motivate. This is the art of putting words into action.

This workshop also prepares participants to challenge or defend ideas and actions in dialogues, discussions and debates on any topic with any audience by equipping them with the seven strategies of attack and defence.

### DIGITAL MEETING 1 CROSS CULTURAL COMPETENCES

January 27, 2023, CET 10.00 – 11.30

When seeking international leadership positions and working as an international leader it is crucial to be aware of different countries' culture. Therefore, this digital meeting is all about improving your cross cultural competences and equip you with resources to develop your understanding of different cultures to build an even better plan.

The meeting will be online, will be online, and you can attend from wherever you prefer. The first part of the meeting will be a presentation about cross cultural competences and in the second part of the meeting you will be divided into smaller groups to discuss the topic.

### DIGITAL MEETING 2 SPORTS POLICY

March 3, 2023, CET 10.00 – 11.30

Sports policy is a broad concept and it covers a broad spectrum of different topics. Before this digital meeting you have pinpointed what sports policy topics you find most relevant. Based on this, one or two topics will be selected and presented at this meeting.

The meeting will be online. The first part of the meeting will be a presentation of the sports policy topic(s) and in the second part of the meeting you will be divided into smaller groups to discuss the topic(s).

### SEMINAR 3 SEMINAR 3 STUDY TRIP TO THE INTERNATIONAL SPORT ORGANIZATIONS IN LAUSANNE

March 28-29, 2023,

Knowledge about international sports policy, knowledge about the culture in the international sports federations and personal relations are crucial for sports leaders, who wants to be elected to top positions in the international federations.

During the study trip, you will get to meet representatives from the IOC and international federations. Finally, every participant will be asked to arrange meetings, with either their own international federation or other organizations relevant for them.

### DIGITAL MEETING 3 ARGUMENTATION SKILLS

April 28, 2023, CET 10.00 - 11.30

When seeking an international leader position, it is important to be able to change people's points of view or to persuade people to support you. And for this you need good argumentation skills. On this digital meeting you will get concrete tools to improve your argumentations skills and there will be time to practice in smaller groups.

The meeting will be online.

### SEMINAR 4 PUBLIC SPEECHES AND LOBBYING CAMPAIGN

Bosön, June 7-9 2023

The seminar pulls together the tools and techniques of the previous four workshops and applies them on how to work with lobbying in the world of sport. You will also practice public speaking and you will receive knowledge to improve your speaking skills.

**Day 1:** This module builds on the rhetoric knowledge you have received at the first seminar. You will get in-depth information about presentation and public speaking techniques. Together with the other participants you will practice to speak professionally and persuasively at meetings, congresses, and to election committees.

**Day 2 and 3:** This module takes you through international lobbying. You will receive insight information on the lobbying process and how to develop a lobbying plan. The knowledge from the previous seminars and experiences shared by a former course participant will guide you to develop your own lobby campaign.

At the end of this seminar the participants will receive a diploma as proof that they have conducted the programme of the Nordic International Leadership Education.

## PRACTICAL INFORMATION

Sports federations can nominate applicants for the education and only two candidates from each federation can be nominated. The application must include

- a description of why the applicant want to be an international representative as well as the applicant's motivation for participating in the programme
- the curriculum vitae of the applicant
- a description of the sports federation's current international involvement and activities.

Based on the applications received, there will be selected up to 25 participants for the first national seminar.

The selection of participants will be made based on an assessment of the applicant's profile and the profile of the specific Sport Federation.

Applicants must represent one of the National Sports Confederations or one of the Sports Federations.

Applicants must be able to communicate at a high level in English, and preferably have additional language skills in French, German or Spanish.

After the first national seminars there will be elected 3-5 participants from each of the countries. These participants will go ahead to the next 4 seminars.

The selection will be made on basis of the participants profile, the participants ambition and performance at the national seminar and on the basis of an assessment across the participants from the five countries.

For the participants that participate in all five modules there will be a participation fee determined by each country individually. The participants that only participate in the national module will not have to pay a participation fee.





**DIF**  
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