



**LEAD**  
the change  
**Be the**  
**CHANGE**

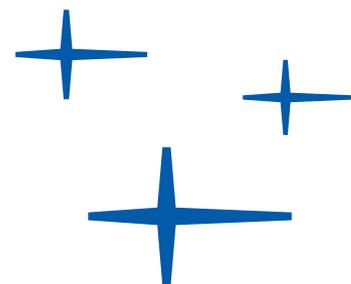
Sport Leadership Programme:  
**NEW LEADERS**

Dream. Speak up. Act.  
Be a leader and lead the change.  
Create tomorrow's sports culture today.  
One can create a change, but many people can generate  
a movement – and set standards for the new normal.

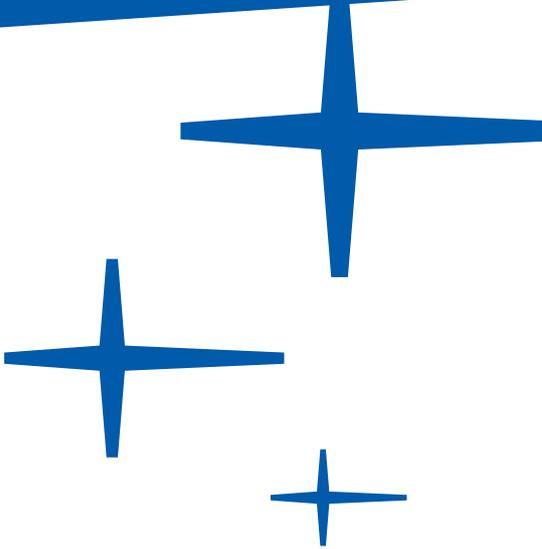
#fullpotential  
#gamechangers

Legacy Project of IOC Women and Sport World Trophy Winner Mrs Birgitta Kervinen  
Finnish Olympic Committee

**APPLY**  
**NOW**  
by Oct 31st, 2018



# Join the team of game-changers



The New Leaders Sport Leadership Programme is for sport professionals who want to challenge themselves, improve leadership skills and are committed to implementing ideas into action. It is for those who want to promote and set good governance a priority, including equality, in the world of sport.

## LEAD THE CHANGE - BE THE CHANGE

This education, its workshops and conference allow participants to become game-changers. In total 30 European participants will be selected, ideally 15 females and 15 males. Concrete action plans will be designed on a personal and organisational level, creating a culture of change in Europe. The content is designed to implement the IOC Gender Equality Recommendations into action.

Mentoring Champions will share their wisdom with the generation of New Leaders, and together shape the future of sport. We all have a role to play.

The programme is a joint effort coordinated by the NOC of Finland with the IOC, EOC, NOC of Lithuania, NOC of Ireland and one NOC to be confirmed later.

Europe will play a key role in showcasing and leading the way in educating future leaders. Based on experiences from Europe the New Leaders Programme will be implemented in other continents as well, creating a net of global Olympic Game Changers.

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## GAME-CHANGERS WANTED - WOMEN AND MEN WHO:

- Work in the National Olympic Committees (NOC), in the Olympic Movement or in the national sport organisation
- Olympians who look for career transition opportunities
- Are between 23 to 40 years old
- Value and want to promote good governance, including equality in the world of sport

In PyeongChang Winter Olympic Games, a former ice hockey player Ms Emma Terho was elected as a member of the IOC Athletes' Commission. Her path to election was mentored by Mr Roger Talermo, ANOC Executive Council Member. "Mentoring helped me to understand how the world of sport works.

With that understanding I have been able to shape my own goals and influence the topics that I believe are important, allowing the voice of the athletes to be heard", says Ms Terho.

# ACHIEVING THE FULL POTENTIAL

## Content of the New Leaders Programme

	WORKSHOP 1.	WORKSHOP 2.	WORKSHOP 3.	CONFERENCE
#fullpotential #gamechangers	<b>KNOW YOURSELF AND KNOW YOUR ENVIRONMENT</b> <ul style="list-style-type: none"> <li>• strategic goal setting</li> <li>• strategic leadership</li> <li>• analysis of the current status quo in Europe</li> </ul> <p>Organised by the NOC of Lithuania 21-23 January 2019</p>	<b>KNOW THE OTHERS</b> <ul style="list-style-type: none"> <li>• conflict management</li> <li>• inclusive organisation culture and diversity in leadership</li> <li>• intercultural competence</li> </ul> <p>Organised by the NOC of Ireland 9-11 April 2019</p>	<b>KNOW WHAT TO DO AND HOW TO DO IT</b> <ul style="list-style-type: none"> <li>• persuasive communication</li> <li>• lobbying and public speaking</li> <li>• strategic action planning</li> </ul> <p>Organised by the NOC to be confirmed 19-21 July 2019 (tbc)</p>	<b>TEAM EFFORT – ONE VICTORY</b> <p>Content will be designed and implemented together with the Game Changers.</p> <p>A Powerful platform to speak up, act and set standards for the new normal.</p> <p>Organised by the NOC of Finland fall 2019 (tbc)</p>
<b>APPLICATION &amp; PREPARATION PROCESS</b>	<ul style="list-style-type: none"> <li>• Personal development plan and action plan for the organisation</li> <li>• Homework &amp; Tasks between the sessions</li> <li>• The Mentoring Programme with experienced Champions</li> </ul> <p><b>Content of the Programme aligns with the IOC Gender Equality Recommendations</b></p>			<b>EVALUATING AND RESULTS</b>

The conference is about actions. It highlights what has been done, and it offers a place to decide what will be done to bring good governance and equality into a new level in Europe.

The conference will bring together sport leaders and professionals from the European countries. In addition, experts from outside the field of sport will be invited (e.g. UN, NGOs, private sector, academics, etc). It continues the work and discussions which started during the Vilnius Women's Leadership in Sport Forum in October 2017.

The conference will be organised in Helsinki, Finland during the fall 2019.

## One can lead - with a team you win

Sport is more than a game. It inspires people and creates phenomena that offer role models to children and youth. Sport teaches social skills that go well beyond the game. It unites people from all over the world, from all sorts of backgrounds sharing the values of respect, friendship and fair play.

Yet, today it makes headlines for as many reasons off the field as on it, putting these core values at risk. Topics of transparency, **good governance** and equality in sports have raised public attention and have made the leaders of sport conscious of the need for new leadership tools based on high ethical standards. However, challenges can be turned into an opportunity.

**By empowering and equipping leaders with strong tools to think, learn and act we can transform the sport movement.**

**New Leaders need a platform to exchange ideas and practise their skills. They need people around to get inspired and inspire in return. New Leaders need tools to act. Action creates change.**

### OBJECTIVES OF THE NEW LEADERS PROGRAMME

- Strengthen leadership skills and knowledge of decision-making in sport to attain good governance
- Create a network of value-based modern leaders
- Increase the number of female decision-makers on local, regional, national and continental levels
- Implement the IOC Gender Equality Recommendations

### THE OUTCOMES WILL BE:

- Personal action plan on sports leadership (personal change)
- NOC action plan – to facilitate the implementation of the IOC Gender Equality Recommendations (organisational change)
- The gender gap will be closing at European level (continental change)

