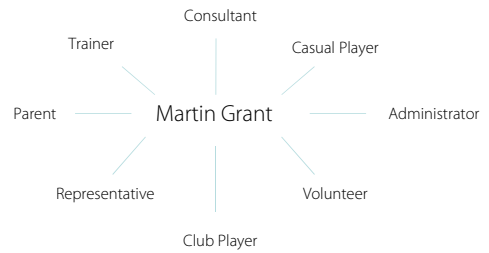




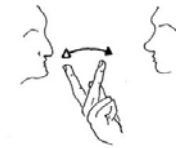
Heads & Hearts

Squash Presidents T2020 Meeting
18.07.09



My role today....

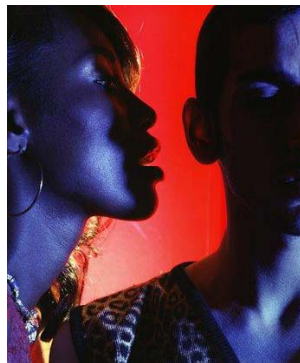
- Start some conversations
- Challenge your thinking
- Add value
- Achieve consensus



Intimacy
Engagement
Energy



Intimacy
Engagement
Energy



Best Practise Social Marketing

1. Clear focus on behaviour and achieving specific behavioural goals
2. Centred on understanding the customer using a variety of customer and market research
3. Is theory-based and informed
4. Is 'insight' driven
5. Uses 'exchange' concept
6. Uses 'competition' concept
7. Has a more developed customer profiling approach (going beyond basic targeting)
8. Utilises an 'intervention mix' or 'marketing mix'

Source: UK National Social Marketing Centre



Are you intimate with your customers?



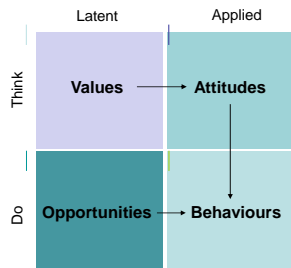
"What is wrong with these people, why won't they understand and do what we want?"



"What is wrong with us? What don't we understand about our target?"



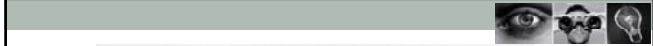
Why We Do What We Do?

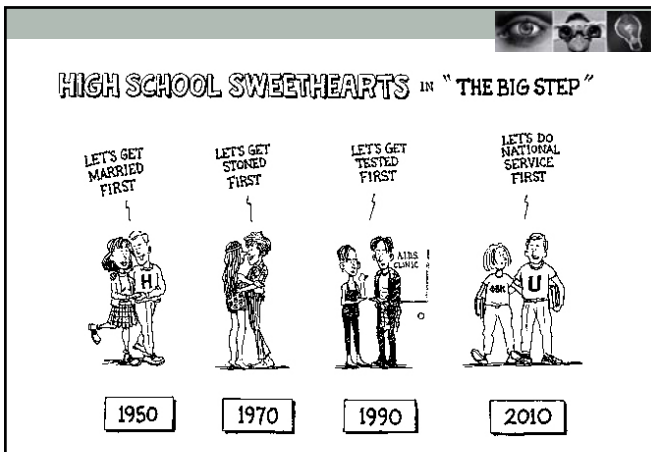
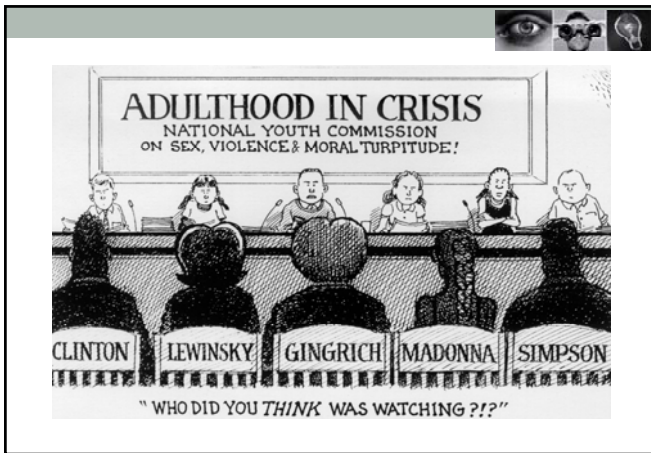


S&R Currencies




Do you know what is changing in the lives of your customers?





Trends are shifts in values and beliefs

- New manifestations
- Changing priorities
- New ideas
- New facts
- New capabilities




Values and Beliefs

- Personal Values
- Personal Needs
- Personal Attitudes
- Demographics
- Gender roles
- Age roles
- Family Lifecycles
- Referent Groups
- Religious
- Educational
- Corporate (Brands)
- Media
- Cultural values and norms
- Cultural rituals
- Cultural symbols
- Sense of self and space
- Communication
- Dress and appearance
- Food and feeding habits
- Time
- Relationships
- Mental processes
- Work habits



Mega-Trends

- Dollars & Sense
- Lush Life
- Act Your Age...Not
- Mister Missus
- Maybe. Maybe Not
- Chop Chop
- 3D Health
- Intense Sensation
- I Am Unique!
- Home Sweet Home
- Contactivity



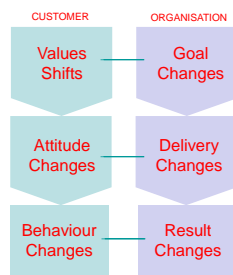
Trends Affecting Sport & Recreation

- Time
- Virtuality
- Rising Expectations
- Simplify
- Me, my way
- Casualisation
- Volunteerism
- Act your age...not
- Mister, missus

Who matters? What is changing for them?

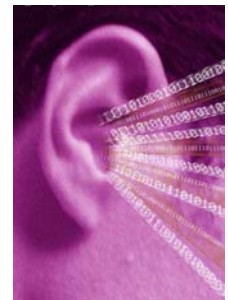
- Time?
- Virtuality?
- Rising Expectations?
- Simplify?
- Me, my way?
- Casualisation?
- Volunteerism?
- Act your age...not?
- Mister, missus?
- ????

If values drive attitudes that drive behaviour. And trends are values shifts. Your organisation must learn, adjust & align



You will be customer intimate if you.....

- Talk, listen & observe
- Think about significant and distinct behaviour patterns and goals within a target market
- Build empathy for the customer.
- Consistent and effective communication across the organisation
- Are innovative in your delivery
- Effectively respond to the ever changing needs of the 'customer'
- Build mutually profitable relationships



Intimacy
Engagement
Energy



The Questions You Need To Know the Answer To

I care about Squash in NZ as a whole and where it is going?

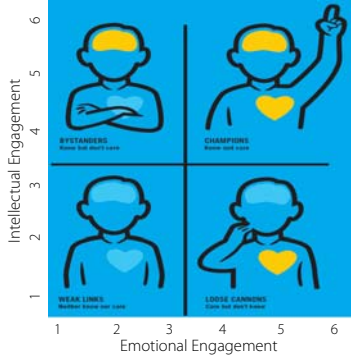
Strongly Disagree 1 2 3 4 5 6 Strongly Agree

I know what I need to do in my role.

Strongly Disagree 1 2 3 4 5 6 Strongly Agree



What is the mind-state of people in your organisation? Champion, bystander, loose cannon or weak link?



Strength	Positive	Reverse towards failure	Overdrive towards success
	Weak	Brake, stall then crash	Crawl albeit in right way
		Negative	Positive

Alignment



360 Degree Engagement

- Create an alliance between the organisational leaders across disciplines
- Connect people to customers: paint simple relevant inspiring pictures
- Focus on the front-line
- Translate the promise into relevant and meaningful behaviours
- Engage in dialogue, have conversations and share stories
- Align the internal experience with the external experience
- Provide visible and tangible symbols of success
- Listen, measure, recognize and reward



Intimacy
Engagement
Energy



Energy What is it? How would you define it?

Differentiation What is it? How would you define it?



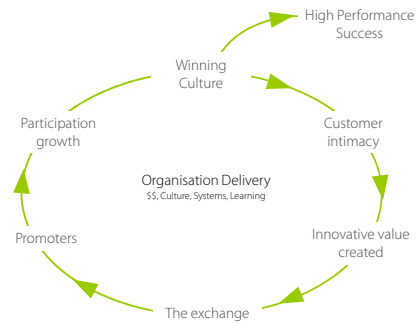
Energised Differentiation

Catalyst	Grounding
Vision	Uniqueness
Invention	Special Characteristics
Dynamism	Reputation

So what about T2020?



The NSO Circle of Life



The Currencies – Squash Weaknesses?



Necessity Is The Mother Of Invention

"Squash developed from a game called racquets, which was itself a modified version of fives in which a ball was hit against a wall using the hand. Racquets originated in prisons but became popular throughout the UK during the 18th century, probably because it simply required a wall, ball and two racquets. The game was especially popular at Harrow School in London and, as boys impatiently queued up to wait their turn on the only two racquet courts available, they improvised, practicing on any available wall with old balls." *Source: Club Kelburn Website*

Where is the 'freestyle' game where you need two rackets, a ball and any old wall? E.g. Nike freestyle street soccer



Intimacy



Get intimate with your customers, put them at the centre of everything you do

Engagement



Engage the whole team so they know and care about squash in NZ

Energy



Become an organisation built on energised differentiation

