



**buddle.**

**Positive**

**Experiences For**

**All People**



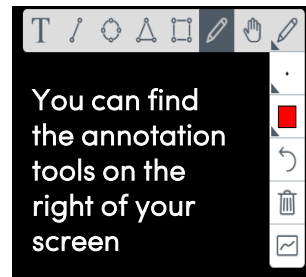
Welcome.

Your session will

begin shortly.

If you are using social media, please tag:  
#Buddle, @SportEngland @SportStructures

Use this doodle box  
to try the  
annotation tools  
whilst you wait.



Before we start, please ensure that:

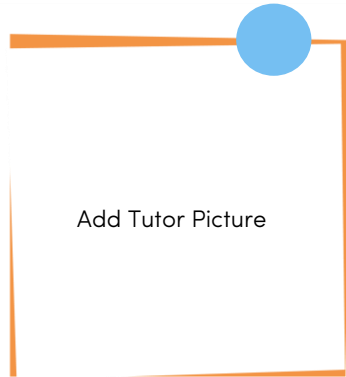


Your microphone  
is muted



You can see and  
use the chat box

## A little about me...



- Insert name
- Insert Experience
- My favourite ...

## ... and you!

Add some info about you in the chat box:

- Your Club/Organisation Name
- Where you are based
- What you would like to gain from this workshop?

# Learning Agreement

- Respect everybody
- Participate actively
- Use technology responsibly
- Be engaged
- Challenge each other positively
- Put phones on silent and return calls at an appropriate time
- Avoid sharing any personal/sensitive information outside of the session

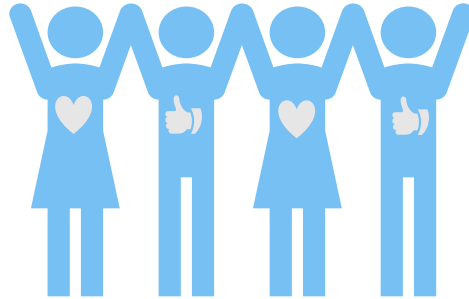


# What we'll cover:

By the end of this workshop, you will be able to:

- Identify what constitutes a great participant experience
- Review their current participant experience
- Identify how to bring about change to positively influence the participant experience

# What is a great participant experience?



# Why is it a great participant experience?

#Fantastic

They make it so easy

Problems solved quickly

#Brilliant

I've been here for years

It's like they know me

I can't speak highly enough

Worth talking about

#BestClub InWiltshire

# Understanding the people in your organisation

**1** Who are your people

**2** How are you going to keep them?

**3** Right experience

Who do you want to attract and keep at your organisation?

What are their motivations for coming to your organisation?

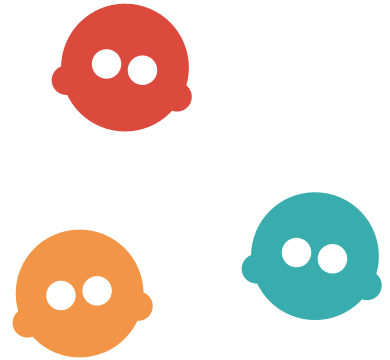
What is important to them?

Who is missing?



# Understanding your people

How do you consult with your members?

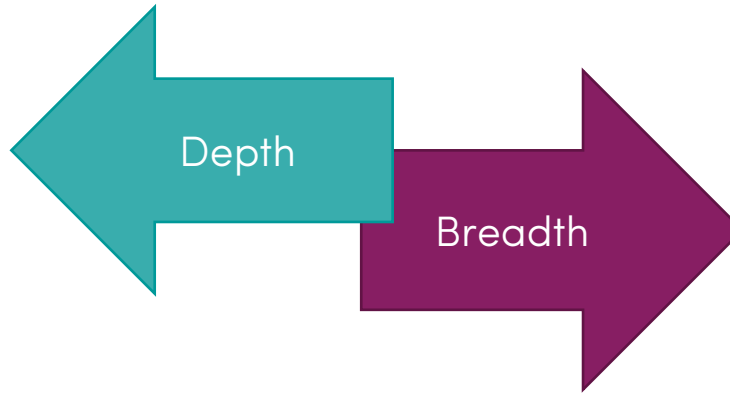


# Understanding your people

How do you consult with your members?

Focus groups

Individual interviews  
(informal and formal)



Online/hardcopy surveys –  
Satisfactions

Membership surveys

Club meeting/ AGMs/Townhalls/online  
open debates



# Understanding your people

What motivates people to be active?



# Understanding the people in your organisation

1

Who are your people?

2

How are you going to keep them?

3

Right experience?

**Do you know what your people want?**

**Are you clear about your organisations offer?**

**Does your organisation offer meet what your people want?**

**If there are gaps between what people want and what you offer do you change your offer or change who you are targeting?**

# Having the right offer for your participants

Thinking about what your organisation offers... to what extent does it focus on, and deliver, each of the 6 factors?



# Understanding the people in your organisation

1

Who are your people?

2

How are you going to keep them?

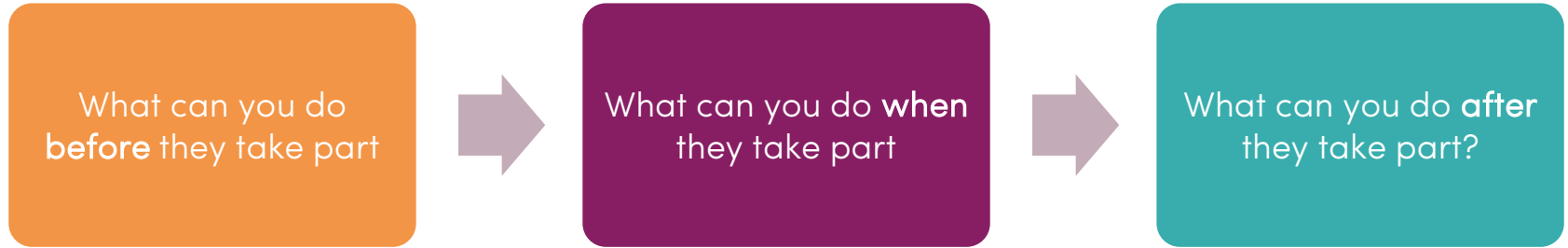
3

Right experience?

**Do you deliver the experience the people in your organisation want and expect?**

# Delivering the right experience

The before, during and after...



# Meet...



## Meet Darla

22 years old

*Young image-conscious females keeping fit and trim.*

Darla is 22 and student. She shares a house with university friends who are also on students. Without the pressures of family or a mortgage, Chloe isn't worried about her student loan, she likes to spend her income on clothes, nights out and holidays with friends. Chloe and her housemates go to classes at their local gym a couple of times a week and like to swim afterwards.



## Meet Viraj

59 years old

*Mid-life professional, sporty males with older children and more time for themselves.*

Viraj is 55 an owner-occupier and married with two older children. Viraj keeps up his love of sport, hindered only by office pressures. He plays badminton in a local team, and if he gets home early enough, enjoys a swim at the health centre.

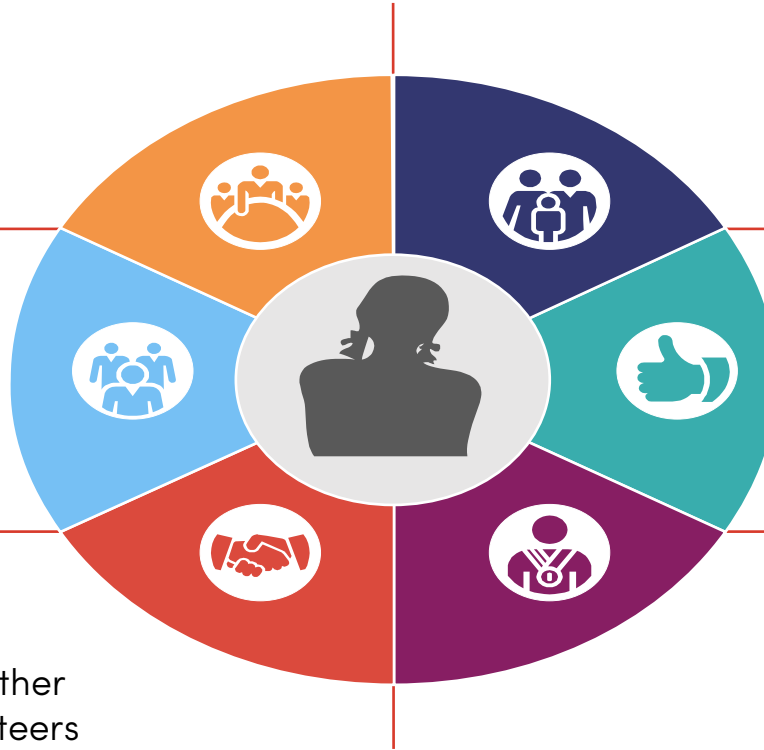


# Being Consistently Great

Continually seek **feedback from your committee** and act on it

Continually seek **feedback from people in your organisation** and act on it

Make sure everyone is **engaged** with the organisation and each other including coaches, volunteers and committee



Put the people at your organisation at the **centre of everything** you do

Have delivering a great organisation at the **heart of what you do everyday**

Make sure your volunteers **know how to deliver** a great organisation

# Action Plan – what are you going to do now?

1

Who are your people?

2

How are you going to keep them?

3

Right experience?

Revisit why, providing a quality organisation experience is important to your organisation

Use the template to help you understand what actions you are going to undertake back at your organisation

What are the top 3 actions you are going to work on?

## What will you take away from this session?



Any questions?



Please complete the evaluation



Good luck!

# Feedback

Please take the time to fill in the evaluation survey by scanning the QR code.

Alternatively, the tutor will put the link in the chat box for you.

- Thanks in advance, the Buddle Team.



# Recap:

By the end of this workshop, you will be able to:

- Identify what constitutes a great participant experience
- Review their current participant experience
- Identify how to bring about change to positively influence the participant experience

| Getting Organised          | Inclusion                                    | Getting Help From People              | Money Matters                              | Develop and Grow                        |
|----------------------------|--|---------------------------------------|--|---|
| Leadership and Your People | Your Culture and Values In Your Organisation | Maximising Your Volunteers Experience | Raising Money to Sustain Your Organisation | Promoting Your Offer Using Social Media |
| Exploring Legal Structures | Engaging different People                    |                                       | Financial Management                       | Creating a Marketing Strategy           |
| Simply Planning            | Positive Experiences For All People          |                                       | Dealing With Increasing Costs              | Engaging your community                 |

See future dates at [www.Buddle.co](http://www.Buddle.co)

Thank you!

