

A Trench Digger's Guide

The Activist Club Manager!!!

Changing the Perception

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“In the land of the blind the one-eyed man is king...”

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Making Things Happen

- **Needing---leadership.**
- **Needing-----The Professional Club Manager.**
- **Needing-----The Activist .**
- **Prepare-----to be Tested!**
- **Knowing-----The Signals of Leadership.**

Making Things Happen

- **Developing-----The Facilitation Mindset!**
- **Knowing Culture---Nudging Culture.**
- **Guiding Governance---information, questions, performance.**
- **Creating the Service Culture---the Human Resource Cycle.**

Making Things Happen

- **Developing the Marketing Mindset---The Cycle.**
- **Generating Ideas---The Process.**
- **Prepare to be Tested.**

The Summing Up

- **Professionals Needed---in a time of shift.**
- **Use the “analytical grid”---to know and to grow.**
- **Heighten Curiosity---read more, write more, talk more.**
- **Build---Networks.**
- **Use ---“The Process.”**
- **Start Doing----translate principles into practice.**
- **And enjoy the journey-----**