

SkateboardGB Case Study

AT A GLANCE

Skateboard GB are a new National Governing Body established in 2020. Only one of the SBGB leaders had worked in an NGB before and they were faced with the challenge of how to build their credibility and influence as an NGB with the skateboard and sport community, whose very ethos is about freedom of expression, no rules, no structures.

“The coaching sessions have been hugely beneficial to Skateboard GB, both as a team and as individuals. The sessions enabled us to reflect on our direction as an organisation and to re-focus on the needs of our stakeholders as we start to scale up.”

CHALLENGES

As a new NGB, there were several challenges:

- How to manage the exponential growth in the number of new skateboarders, following the introduction of skateboarding into the Olympics?
- How to engage with the different sections of the skateboard community in an effective, respectful and assertive way?
- How to develop internally as an NGB in a way that reflected the spirit of the sport and not become a 'traditional NGB'?
- Creating an effective leadership team with clarity of purpose, roles and ways of working

Whilst – working to improve and create skateable spaces, developing the sport's coaching capability at every level and work towards an even better Olympics result and experience.

SOLUTIONS

Through a focused support package of 1:1 coaching of leaders and leadership team coaching, we:

- Created a clear overall vision, purpose and set of values for Skateboard GB
- Developed tailored approaches for engaging with stakeholders from across the sport in ways that built credibility and demonstrated value
- Established an effective leadership team with clarity of roles, responsibilities and ways of working
- Created the foundation of a new NGB, which is professional and organised, but with a spirit that reflects their sport.



Team Purpose & Vision



Importance of Building Relationships



Service Chain

HOW WE HELPED

6 SESSIONS

OF LEADERSHIP TEAM COACHING EXPLORING CHALLENGES, CREATING INNOVATIVE SOLUTIONS TOGETHER THROUGH THE USE OF EFFECTIVE TOOLS AND TECHNIQUES

1:1 COACHING

FOR EACH OF THE LEADERSHIP TEAM MEMBERS TO DEVELOP THEIR LEADERSHIP CAPABILITY AND SUPPORT THE DELIVERY OF THEIR INDIVIDUAL GOALS

TOOLKIT

BUILDING RESILIENCE, STATES OF RELATIONSHIPS AND MANAGING STAKEHOLDERS

BENEFITS

- 1 Revised Organisation Structure with Role clarity**
This helped with the growth of the organisation and the evolution of Skateboarding GB
- 2 Development of a Formal Leadership Team**
This helped reflect the key decision-makers for the programme and enabled effective and efficient deployment of resource
- 3 Revised ways of Working and Communication**
This ensured that the right people get involved on the right projects at the right time, and information is shared appropriately