

# Strategic Success Story: Sport Canterbury



Being the training ground for some of the most successful teams in the country, obviously Cantabrians take their sport seriously.

Sport Canterbury is the regional trust responsible for developing and delivering sport and physical activity initiatives and events, and you can imagine it has a lot on its plate.

Their vision for the region post the 2010-11 earthquakes that devastated the city is to get “more people more active more often”, a strategy based around three pillars:

- **Lead** - Advocating for the inclusion of sport and physical activity in the Christchurch city rebuild, as well as liaising with the New Zealand Governments Ministry of Education, schools and community organizations to teach the value of sport and physical activity.
- **Enable** - Prioritizing coaches and teachers with key enablers to bring sport and activity to young people.
- **Deliver** - Bringing key anchor events to the region, deploying the Green Prescription program, where medical practitioners refer clients with physical activity as a form of treatment, and running holiday and after school programs.

## The unique strategic challenges for Sport Canterbury

New Zealand is home to 14 separate regional sports trusts, each with their own challenges and goals. That said, due to the 2010-11 earthquakes, no region is in quite the same position as Canterbury.

The immediate strategic challenges post-quake came from the impact on infrastructure and facilities. Sport Canterbury was itself displaced from their headquarters, and even now they still haven't found themselves in the most ideal facilities.

Rather than dwell on the difficulties, the organization has been looking for opportunities that come with the partial clean slate of the city. That means seeking ways to make sport infrastructure in the city better than it was before the quakes, and make sure large rebuild projects such as the Metro Sports Facility cater for the long-term future.

## The role of StrategyBlocks in Sport Canterbury's objectives

While the core business across all regional sports trusts is relatively similar, in the past there has been a disconnect between strategic objectives and what each individual does on a day-to-day basis. The challenge was to create a stronger connection between a staff member in the field and the wider aims of the organisation.

With StrategyBlocks, Sport Canterbury has been able to create a centralized reporting mechanism that captures information from a variety of sources, feeding it into the overall vision, strategies and pillars. Now, staff at all levels of the organization feel like they're genuinely connected and making a difference.

It's not just in relation to the immediate objectives where Sport Canterbury is experiencing the benefits of StrategyBlocks, however. As the trust moves towards a more qualitative system of sport, the plan is to create systemic, sustainable change. That's not something that happens overnight.

For projects potentially in development for a number of years, the software works over the length of the strategic plan itself, rather than following an annual business plan. It's then possible to integrate quantitative data such as participation numbers, and connect case studies and evaluation reports to tell a wider story than simple numbers could.

## Building the future of NZ sport strategy

The vision of Sport Canterbury Chief Executive Julyan Falloon goes beyond just his own region - it involves closer collaboration between all of the 14 regions to present collective results to those with their hands on the purse strings.

” StrategyBlocks is the only tool I’ve seen that can tell the wider story - it lets us clip other regions onto the same framework, and easily connect and report to Sport New Zealand and the Government.

” I think that’s where the power of StrategyBlocks will lay in time, by showing the collective impact of regional sports trusts on the community sport system.

— **Julyan Falloon** Sport Canterbury Chief Executive

For now at least, it seems Sport Canterbury’s strategy is being handled by a capable and effective software solution. If the rest of the regions follow suit, who can say what results will manifest themselves at the national and international level?.

## About StrategyBlocks

### The ability to adapt

There are many notions that have come to define a modern company strategy, but few are as important as agility. More than just a buzzword, the ability to remain flexible and adapt to the rapidly shifting business environment can be the difference between achieving your goals and failing to move forward.

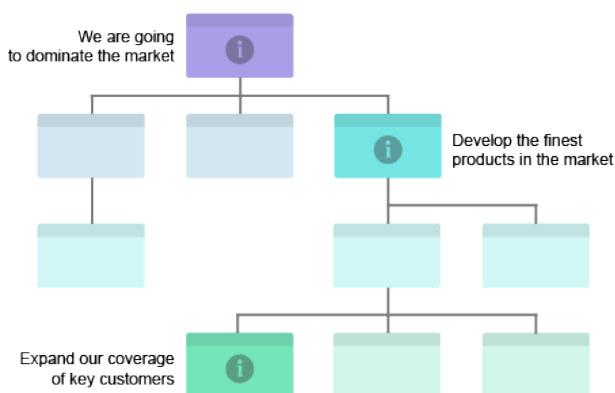
At StrategyBlocks, we’re making agile strategic planning a foundational part of our product, to help businesses keep up with the market.

The secret to building greater agility into our strategy management software lies in collaboration - breaking down silos within an organization and allowing everyone involved to work together much more fluidly. Each key strategic result area - which we call blocks - clearly outlines what needs to be done at each level of the organization, however further opening of lines of communication can eliminate duplication of effort and improve efficiency.

## About How it works

### What is a Block?

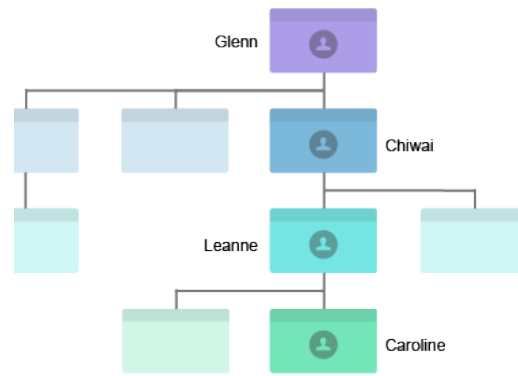
A Block describes exactly what needs to be achieved and who is responsible for it.



Built on layers or ‘blocks’, key strategic focus areas can be added with ownerships and associations as required to build a complete structure. By assigning ownership to individual activities, progress towards the end goal can be continuously monitored, updated and communicated at all levels.

### Delegate Ownership & Responsibility

StrategyBlocks creates a clear linear path of responsibility.



It encourages participation at all levels, and guides participants towards the best use of their time and the organisation’s strategic goals. By recognising that successful strategic initiatives can emerge at any level within an organization, StrategyBlocks can be easily tailored to fit the way your business is structured.

## Moving forward

All companies should begin with a clear statement about Mission, Vision and Values. With this in place the company is ready for strategy formulation and goal setting. This is where StrategyBlocks can begin to provide the necessary visual clues. A strategy that can be visually disaggregated into blocks is a strategy that can be understood.

At this stage, the strategy has been formulated, and teams have been assigned to achieve each goal in the strategy. This is a critical junction. Assigning teams and gaining commitment is crucial to the success of the goal. This is a corporate priority and having the visual representation of goals is beneficial to achieve this. Finally, there comes the crucial stage of strategy execution. Goals must be linked to KPI’s, risks, financial plans and targets. Performance of team members must be constantly monitored. StrategyBlocks helps management visualize how each goal is proceeding.

Scorecards and strategy maps have value; they have been around for quite some time. But, clarity has value too, and we encourage companies to examine the components (and simplicity) of the StrategyBlocks approach to strategic execution, monitoring and communication.

### The future of StrategyBlocks

StrategyBlocks has a vision of delivering a complete, fully integrated software-as-a-service that allows for the consistent communication and execution of ideas. Through new agile features, we are making that vision a reality.



# StrategyBlocks

For more information on StrategyBlocks, please visit [www.strategyblocks.com](http://www.strategyblocks.com) or email [info@strategyblocks.com](mailto:info@strategyblocks.com). If you would like an online demonstration please click the “Request an online demo” link from the website and we would be delighted to show you how StrategyBlocks can have a positive effect on your business.

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