



Selling
Sports

WISE

**step
ahead**

CLUB ORGANISATION AND STRUCTURE

Entity, style and management



Emrys Ijaola

Partnering with the following sports businesses

CLUBS

LEAGUES

CONFEDERATIONS

ASSOCIATIONS &
FEDERATIONS

INVESTORS, OWNERS &
FINANCIERS

SPONSORS &
COMMERCIAL PARTNERS

SPORTS
BUSINESSES

to provide the following services

Business planning
and strategy

Governance and
organisational design

Benchmarking and
best practice advice

Financial budgets
and projections

Club licensing and cost
control regulations

Economic impact
studies

Financial and commercial
due diligence

Ticketing and
hospitality strategy

League and
competition
restructuring

Customer data
analytics
and fan surveys

Advice on the
development of
stadia and
training facilities

Customer data analytics
and fan surveys

in order to achieve the following results

Well informed
investment
decisions

Greater
commercial
income

Improved cost
management

Improved
governance
and risk
management

Superior
business
performance

Increased
matchday &
non-matchday
revenues

Higher ticket
sales, arena use
& attendances

New investment
and financing
possibilities

Introduction

It is often said that 'Everything rises and falls on leadership'. The difference between two teams after 90 minutes usually boils down to management. Managing a professional soccer club goes beyond assembling the best coaching crew in the league. There are support administrative teams that must ensure that the club does not fall apart.

This administrative team is usually headed by the club manager or administrator, whose role includes overseeing technical and corporate staffing and performances, and (especially) ensuring synergy of staff and players by dictating on-field and off-field direction for the club.

In order to function well in the corporate management of a professional club, there are knowledge-based skills that the administrative team must have and use. These skills show in the

logistic coordination of teams that take away undue pressure from, and enhance focus and performance of the players.

This book is a guide that provides tips to club owners and management with regards to identifying and building critical skill-sets needed to run a professional club efficiently.

This book is primarily concerned with improving soccer business in Nigeria, and growing the sector into a viable business worthy of the attention, partnership and sponsorship enjoyed in other parts of the world. The ideas will work in any professional sporting environment.

Not for public viewing...

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for consultation and advice.