

“BECOMING A BETTER SPEAKER, TIPS FOR SELLING YOUR PROGRAM IN THE COMMUNITY”

Dr. Clinton O. Longenecker

Distinguished University Professor

Director-Center for Leadership and Organizational Excellence

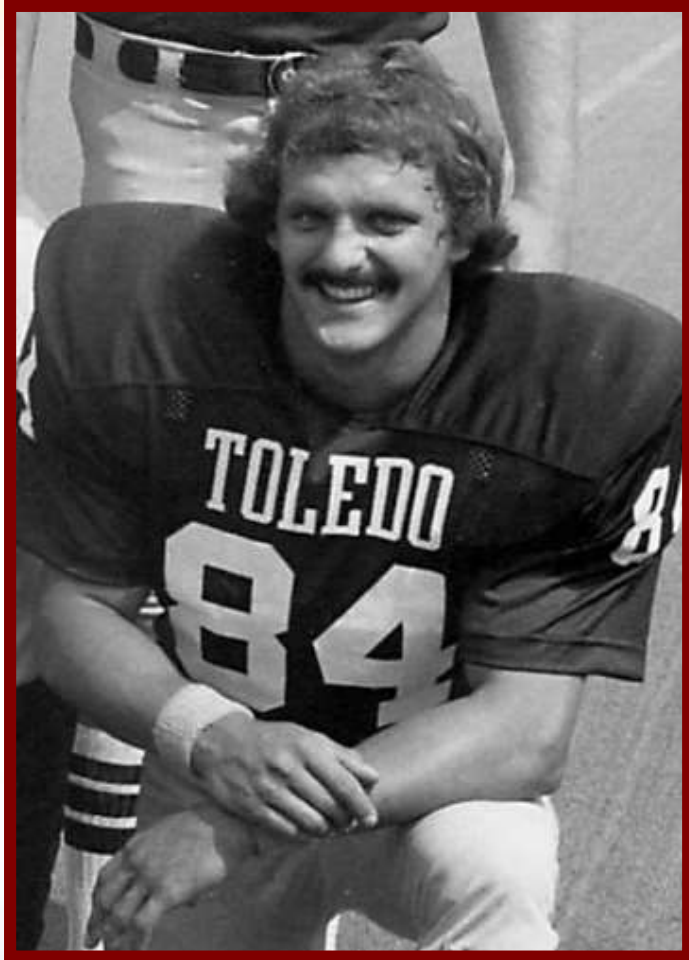


CONVENTION INDIANAPOLIS
#wbca16



COLLEGE OF BUSINESS
AND INNOVATION

THE UNIVERSITY OF TOLEDO



1976-2016

(A Few Things
Have Changed
in Academia,
Inter-collegiate
Sports, and Me)



CONVENTION INDIANAPOLIS 2016
#wbca16

**Here Is An Important Kick-Off
Question for This Year's WBCA
Marketing Symposium:**

**How many of you want more
people/fans attending your
home basketball games?**



CONVENTION INDIANAPOLIS 2016
#wbca16

*“A lot of coaches focus on the X’s and the O’s, the academic piece, and player development without thinking a lot about the role that they play in marketing and promoting their sport. This is not a criticism, it is just the way that we are wired, and yet, with a little bit of focus on our part, the engagement of our players, and creatively using the resources of our institution, **we can have a powerful impact on helping create our brand and communicating that brand in new and powerful ways to our fans and potential fans! WE NEED TO CLOSE THE GAP!”***

Observations of a Division I Coach



CONVENTION INDIANAPOLIS 2016
#wbca16

The Numbers Support This Desire!

- ✓ Of the 32 WBB collegiate conferences, only 6 average above 2K fans/game
- ✓ Of 344 Division I members, only 40% average above 1K fans/game which means, 203 schools average less than 1K fans/game.

QUESTION: What are YOU going to do about this?



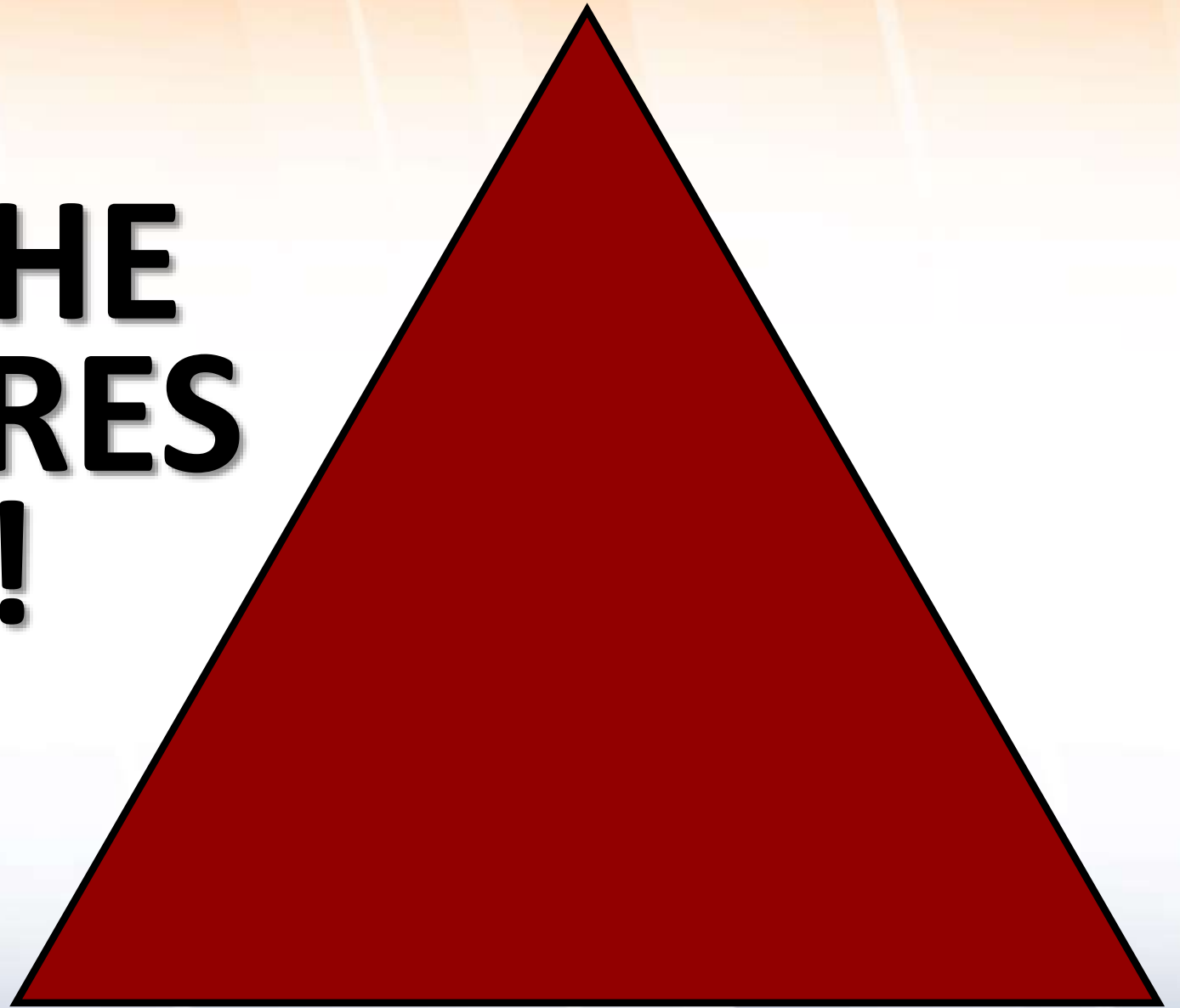
CONVENTION INDIANAPOLIS 2016
#wbca16

SO, WHAT IS **YOUR** GAP?



CONVENTION INDIANAPOLIS 2016
#wbca16

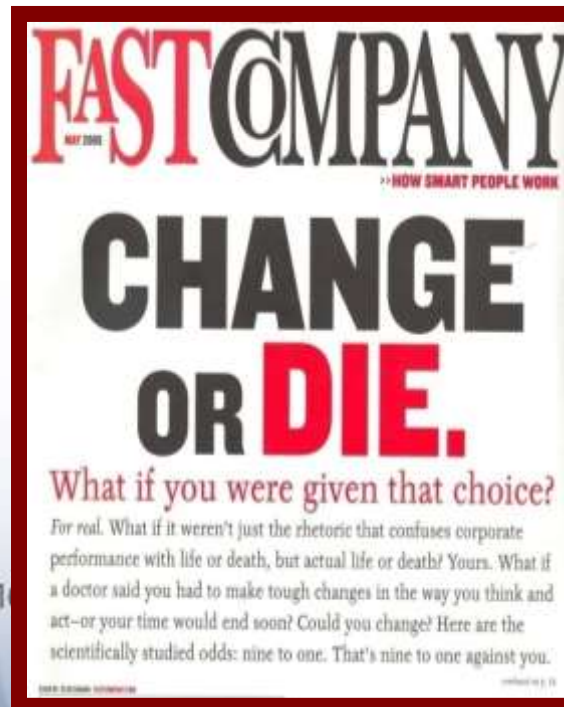
**CLOSING THE
GAP REQUIRES
CHANGE!**



CONVENTION INDIANAPOLIS 2016
#wbca16

REAL CHANGE

What if you had to make a major change in your life-style or you would die prematurely? **COULD YOU DO IT?**



CONVENTION INDIANAPOLIS 2016
#wbca16

KEY QUESTION:
**TO AVOID A SECOND
BYPASS SURGERY,
WHAT SPECIFIC LIFE-
STYLE CHANGES
WERE REQUIRED OF
PATIENTS?**



CONVENTION INDIANAPOLIS 2016
#wbca16

Major Health Life-Style Changes

- ✓ **Quit Smoking**
- ✓ **Diet: Start & Stop**
- ✓ **Regular Exercise**
- ✓ **Reduce Stress Levels**
- ✓ **Take Medications**
- ✓ **Get Better Sleep**
- ✓ **Alcohol Consumption**





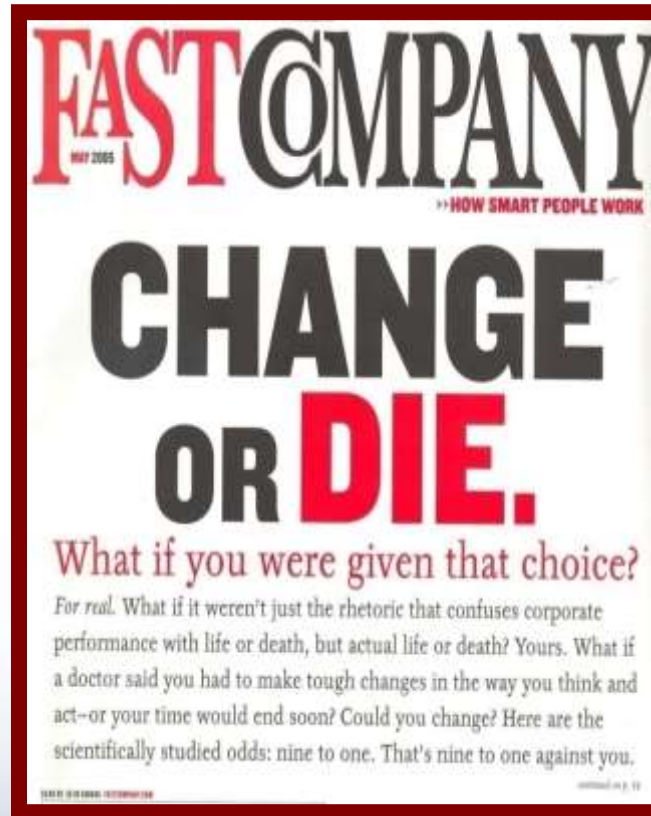
Patients say,
***“WELL I AM
GOING TO
CHANGE!”***



CONVENTION INDIANAPOLIS 2016
#wbca16

COULD YOU DO IT?

11.1%



77.8%



CONVENTION INDIANAPOLIS 2016
#wbca16

THINGS THAT DON'T DRIVE REAL CHANGE :

- ✓ **FACTS**
- ✓ **FEAR**
- ✓ **FORCE**



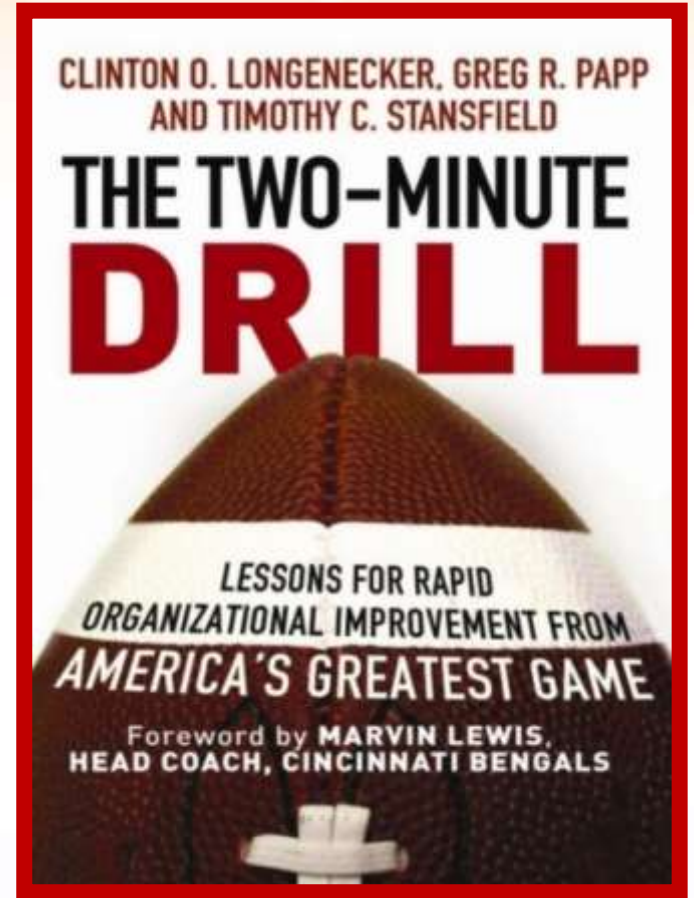
CONVENTION INDIANAPOLIS 2016
#wbca16

Real Change Drivers:

- ✓ **REALIZE**
- ✓ **REFRAME**
- ✓ **REAL & RAPID PLAN**
- ✓ **RELATIONSHIPS**



CLOSING THE GAP!



CONVENTION INDIANAPOLIS 2016
#wbca16

KEY MARKETING ISSUES



BRANDING:

The practice of creating an *idea or image* and attaching it to a specific product or service *that consumers can connect with* and *that differentiates it*, by identifying the name, logo, slogan, or design of the organization who owns the idea or image.



CONVENTION INDIANAPOLIS 2016
#wbca16

Key Question #1: Have You Articulated/Packaged What Your Program Has to Offer Besides Basketball?

- ✓ Excitement?
- ✓ A Family Experience?
- ✓ Great Community Role Models?
- ✓ Difference-Making Community Service?
- ✓ Real Human Interest Stories?
- ✓ Entertainment-Value?
- ✓ An Opportunity to Be Up-Close with Your Team?
- ✓ What Else?

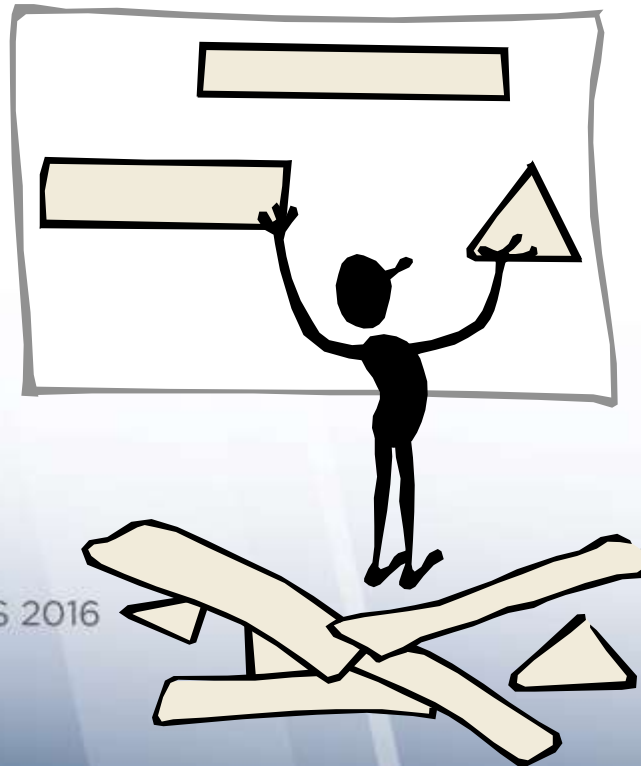


(And are you constantly
communicating **YOUR BRAND?**)



CONVENTION INDIANAPOLIS 2016
#wbca16

Key Question #2: To build your fan and supporter base, have you developed a REAL PLAN that can be used to **close the gap between where your attendance is now and where you would like it to be?**



CONVENTION INDIANAPOLIS 2016
#wbca16

REALITY CHECK

Marketing resources are always in short supply but College campuses have many student-based resources that can help you create and execute YOUR plan. Your colleges of Business, sports marketing programs, communication, advertising, and graphic departments all have creative students who are looking for an opportunity to gain experience and apply what they are learning in the classroom. GET CREATIVE!

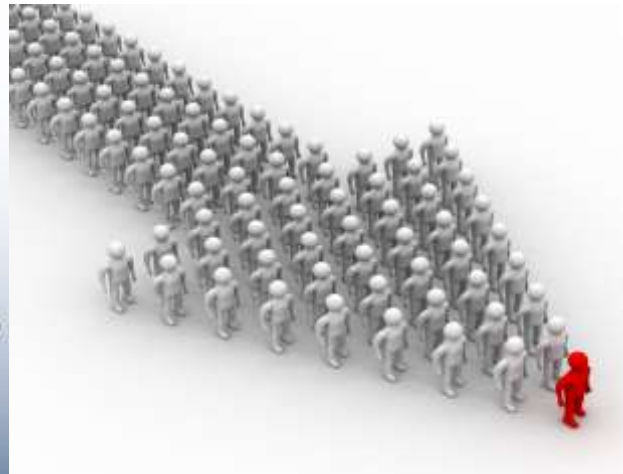


CONVENTION INDIANAPOLIS 2016
#wbca16

**Key Question #3: YOU and Your Team
Are The Face of Your BRAND- Have you
identified WHO you need to get in front
of to PASSIONATELY & SYSTEMATICALLY
share why they need to become part of
your program?**



CONVENTION INDIANAPOLIS
#wbca16



THE WHO

Students, faculty, administrators,
retirees, alums, school kids,
women's groups, business leaders,
Chamber of Commerce,
fraternities and sororities, women
entrepreneurs? Who is untapped?
Who can mutually benefit?
Think outside the BOX!



CONVENTION INDIANAPOLIS 2016
#wbca16

Key Question #4:
**Are you dedicating a
certain percentage of
your time each week
to relentlessly work
your plan?**



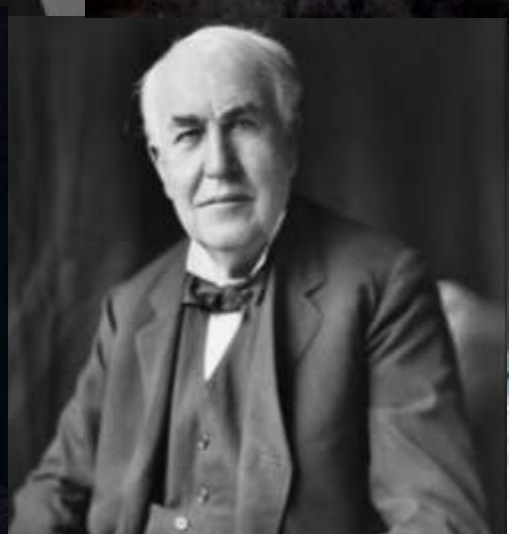
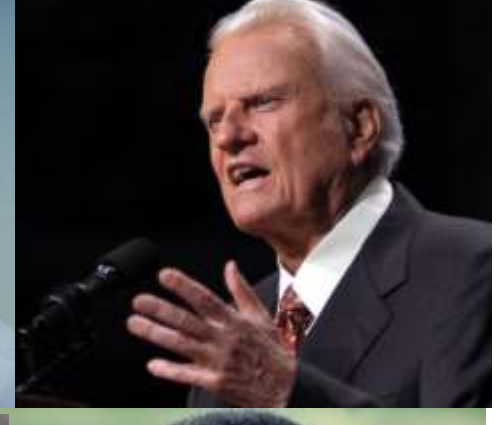
CONVENTION INDIANAPOLIS 2016
#wbca16



**Key Question #5:
Are you working on your
communication talents
with an awareness, plan,
and passion so that you
can better connect with
YOUR WHO to promote
your brand and
relationships?**



CONVENTION INDIANAPOLIS 2016
#wbca16



KEY RESEARCH POINT:
In our sample of over 10,000
leaders, ineffective
communication skills/practices
was found to be the #1 cause of
an inability to deliver desired
results and career failure!



Key Communication Talents for You and Yours:

1. Emotional intelligence
2. Simplifying your branding message
3. Preparation and practice
4. Connecting with your audience
5. Storytelling
6. Demonstrating passion
7. Being aware of non-verbal's
8. Critiquing communication performance



REVIEW: Real Change Drivers:

- ✓ **REALIZE**
- ✓ **REFRAME**
- ✓ **REAL & RAPID PLAN**
- ✓ **RELATIONSHIPS**



***”This time like
all time is a
great time if we
but know what
to do with it.”***

Thoreau



**THANKS FOR BEING AN
OUTSTANDING GROUP!**



SEE YOU AT THE GAME!
No spectators allowed!