



## Cultural Intelligence in Sport

**Duration:** 1-2 days

### Objectives:

The course is designed to support Sport Development Officers and Managers and others responsible for strategy, delivery, engagement & inclusion of diverse communities. The training will provide knowledge, practical tools and techniques and build confidence in effectively engaging and communicating with under-represented or so called “hard to reach” groups. The workshop will be interactive, experiential and focused on real life scenarios and challenges so that practical solutions are provided to deliver better engagement to targeted communities. The course will directly benefit NGBs, CSPs, Local Authorities and other sporting organisations interested in improving Engagement, delivering Projects and Programmes and increasing Participation and Inclusion in sport. Particularly of value to NGBs looking to progress higher in the Equality Standard in Sport.

### Who should attend:

Front line Sport Development officers/managers, sports coaches; managers responsible for policy, strategy and engagement, Inclusion officers, etc.

### Content:

- ◆ Equality, Diversity and Inclusion in Sport- *current scenario*
- ◆ Barriers to participation in Sport- *recognising and tackling them to increase participation. The sport inclusion “Escalator”.*
- ◆ Understanding Demographics and characteristics of BAME communities
- ◆ Understanding Faiths, Cultures and behaviours
- ◆ Communications: *essentials of cross – cultural communication, Languages, naming systems, greetings, customs & etiquettes, body language, etc.*
- ◆ Engaging with BAME communities: *The “where” “whats” and “hows” in effective engagement, appropriate communication channels, “gateways” and “gatekeepers”, community leaders/influencers, pitfalls to avoid, etc.*
- ◆ Marketing your “offer”, focus on- events, materials, targeting, message, etc.
- ◆ Case Studies: examples of engagement, key learning points.
- ◆ Q & A: Your scenarios. Finding solutions to local challenges.

The course content is flexible to match the requirements and needs of the Client organisation and delegates attending. Workshops are focused on providing solutions to engagement challenges and delivering results from set policy/strategy. Our years of experience in engaging with ethnic minority communities in sport, health, education, community cohesion and business, will ensure tangible benefits and outcomes following this training.

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## Course Evaluation: Stoke & Staffordshire CSP, Nov.9<sup>th</sup> 2010

### Delegate comments: 16 delegates attending

“Sharing ideas and experiences was useful, good to learn about etiquettes-how to approach and communicate with BAME communities. Really good course, learnt a lot” *RJ – Gymnastics Development Officer*

“Really useful content that will help to build confidence”  
*NB -Communications & Equalities Manager*

“ gained confidence from knowledge” *JA -Basketball Development Officer*

“..very good and informative” *MH- FA Football Inclusion Officer*

“ The course provided a great deal of knowledge to increase my understanding of cultural issues which will help when working on future projects”  
*KF- Sports Development Office, Stafford Borough Council*

“ Gave clear knowledge which can be easily applied back in the workplace and motivated myself to set up BME sessions” *GF- Duty Officer, Newcastle Borough Council*

“ I am looking forward to going back to the office to make a difference in Rowing”  
*S N – Development Officer, British Rowing*

“ Good course, very helpful (cleared up a few myths and showed the difference between cultural challenges and faiths). Enjoyed the information about communications, dress, customs, festivals, and will help to engage children and young people. Thank you, a good course”. *AG - Cricket Development Officer*

“ Learnt/have more knowledge & understanding of how to engage with BAME groups” *WB- Swimming Development Co-ordinator*

Scoring: rating of 1-5 where 1 is poor and 5 is excellent.

- ✓ **87.5%** rated the course overall as good/excellent, and 6 delegates scoring a full 5.
- ✓ **90%** said they would recommend the course to others, with 8 delegates scoring a full 5.
- ✓ **92%** rated the course as valuable and useful for learning new knowledge, application to their role, better engagement, etc. with 10 delegates scoring a full 5.

**Think of the direct value of this practical knowledge and confidence to delivering your objectives on better Engagement and increased Participation?**  
**Feel free to get in touch to discuss your requirements!!**

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