Situation: 1997

- Absent for 10 years
- Acquired bankrupt business without any assets
- No fans at “Big O”
- Less than 2000 season tickets sold
- Skeptical media
Situation : 2011

- 20 000 season tickets
- Sold Out 10 consecutive seasons
- Phase II completed 5000 new seats
Situation : 2011

- Best record in the CFL since 1997
- 8 Grey Cup appearances in 10 years
- 3 Grey Cup victories
### Situation: 2011

#### TV Ratings

<table>
<thead>
<tr>
<th>Year</th>
<th>RDS</th>
<th>RDS Grey Cup</th>
</tr>
</thead>
<tbody>
<tr>
<td>2000</td>
<td>130 000</td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>260 000</td>
<td></td>
</tr>
<tr>
<td>2010</td>
<td>330 000</td>
<td></td>
</tr>
<tr>
<td>2008</td>
<td>1.215 million</td>
<td></td>
</tr>
<tr>
<td>2009</td>
<td>1.10 million</td>
<td></td>
</tr>
</tbody>
</table>
Situation: 2011

Largest Sponsorship Base in CFL

- RONA
- TELUS
- VIA Rail Canada
- MOLSON CANADIAN
- MOLSON EXPORT
- BMO Banque de Montréal
- SUBWAY
The Reasons of Success

- Credible ownership
- Strong management team
- Business plan
- Continuity and consistency of the organisation
- Community integration
- Proximity with the population and the fan base
Quality Entertainment

The hottest ticket in town
The Bicycle Model
Your Personal Inventory Tool

POWER
Product knowledge

DIRECTION
People knowledge
The Bicycle Model
Your Personal Inventory Tool

OBJECTIVES:

• Balance between: **POWER** and **DIRECTION**

• Product/People skills

• Have you made an assessment of your product and people skills?

• Your self evaluation?
The Bicycle Model

Product knowledge

Competences
- Product features
- Technical skills
- Knowledge of manufacturing process
- Price structure
- Distribution capacity
- Receivables (finance)
- Various capacities

Consciousness
- Planning/Organization
- Priorities
- Selling skills
- Management process
- Understanding the customer
- Strategic planning
- Price policy planning (strategy)
- Competitive knowledge

People knowledge

Management position
Your staff

- Conscious
- Incompetent
- Unconscious
- Competent
- Unconscious
- Incompetent
- Conscious
- Competent
Personal Preparation
Your Personal Life Plan

- Continuous learning/training
- Must be physically fit: Take care of your body
- Interpersonal skills leadership: Versatility—getting along with people
- Values: The basis for decision making
### Finding Common Ground

#### GENERATION X
- Question authority / independent
- Skeptical / impatient
- Multi-careers
- Work / life balance
- Compensation for merit now
- Technologically savvy

#### BABY BOOMERS
- Better managers, coaching and developing people
- Managing execution
- More respectful of authority
- Quality of life later in careers
- Managing the grey area “ambiguity”
## Finding Common Ground

<table>
<thead>
<tr>
<th>GENERATION X</th>
<th>BABY BOOMERS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Xers need to:</strong></td>
<td><strong>Boomers need to:</strong></td>
</tr>
<tr>
<td>• Listen / develop better people skills</td>
<td>• Get to the point</td>
</tr>
<tr>
<td>• Recognize differences with Boomers</td>
<td>• Focus on outcomes</td>
</tr>
<tr>
<td>• Develop better style versatility skills</td>
<td>• Have fun</td>
</tr>
<tr>
<td>• Use the technology as an effective communications tool</td>
<td>• Give positive validation for work</td>
</tr>
<tr>
<td>• Independence and interdependence</td>
<td>• Don’t micro-manage / give space</td>
</tr>
</tbody>
</table>
Managing Change

The 2008 stock-exchange crash has changed the lives of many people.

How do you manage change in your life?
Managing Change

How do you manage change in your life?

A simple concept:

- **EVENTS** - Events can occur which may influence how we feel about a situation or other people

- **FEELINGS** - Develop certain/specific feelings
  - Positive / Negative / Neutral

- **ACTIONS** - We may react in a certain manner
  - « Reactions »
Do the events in our lives create the feelings, then the reactions/actions that each of us displays in public?

• No, we all know our REACTIONS are based on our BELIEFS or CONVICTIONS

• We must EVALUATE and analyse our BELIEFS or CONVICTIONS on a regular basis

• In order to change we must MODIFY or adjust our BELIEFS or CONVICTIONS
Conclusion

Managing change means managing our belief system
The Management Wheel

Your challenge: Adressing the 5 questions

1. Why are we here?
2. What’s expected of me?
3. How am I doing?
4. Where do I go when I need help?
5. What’s in it for me?

Your objective:
Build a positive management process with the 5 questions
Keys to Success

PASSION + COMMITMENT + CONSISTENCY = RESULTS