



HOW TO MEASURE THE SUCCESS OF CANADA'S OLYMPIC GAMES EFFORT – BEYOND JUST THE MEDAL COUNT

DEREK COVINGTON | MAY 17, 2018



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SYDNEY 2000 **FIRST GAMES**





PERFORMANCE PHILOSOPHY



PERFORMANCE STRATEGIES AND MEASUREMENT



HOW DID WE DO?



PERFORMANCE PHILOSOPHY

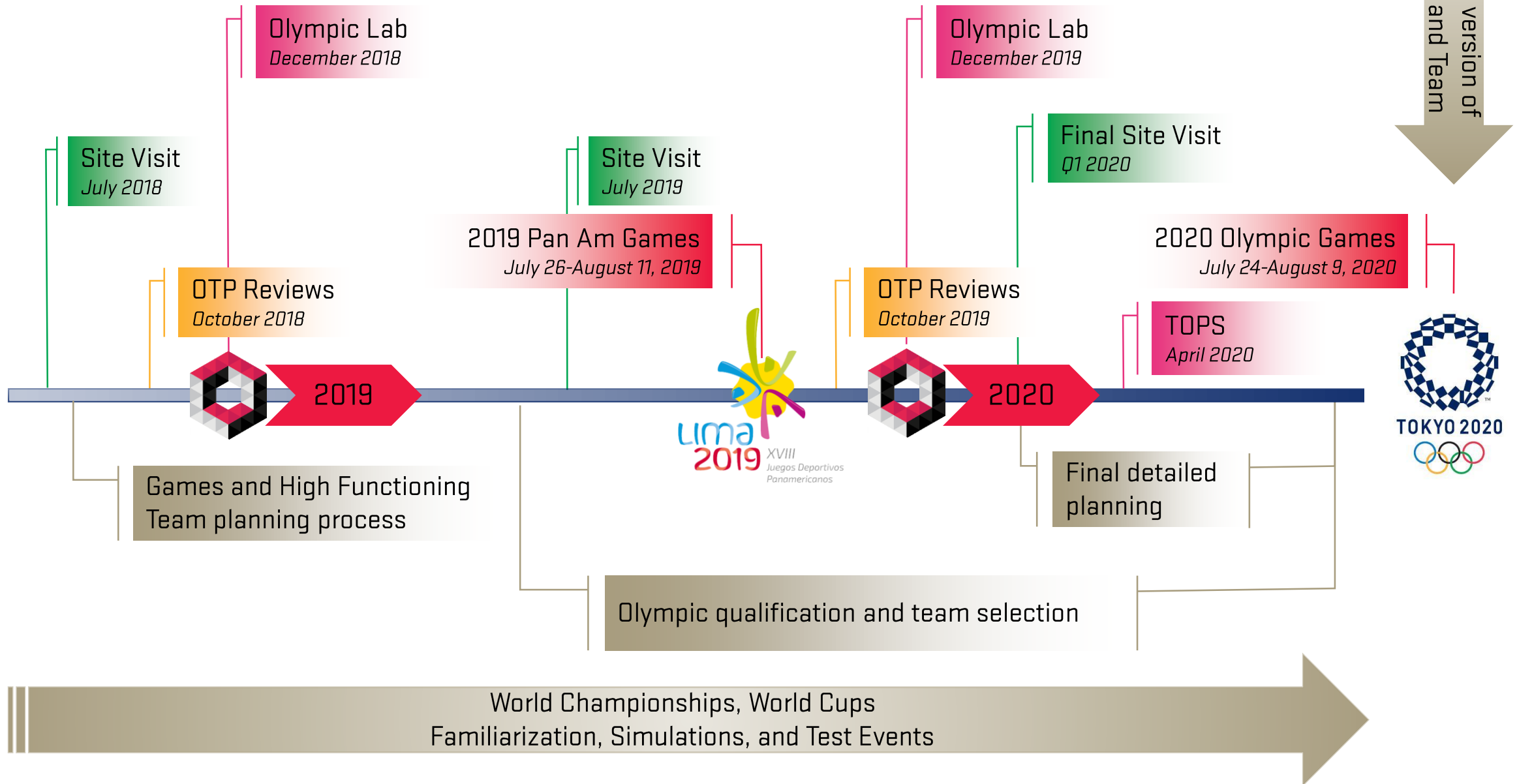




In sport, as in life, the pursuit of a dream
is a journey of transformation.



TOKYO ROADMAP





DIFFERENCE MAKERS



THE ENVIRONMENT

**EMBRACE YOUR
NATURAL HABITAT**



*“Fear comes from not
knowing what to expect.”*

— Chris Hadfield

The background image shows a woman on the left and a man on the right, both appearing to be shouting or cheering. The woman is wearing a red jacket with a white maple leaf on the sleeve and has her hands cupped around her mouth. The man is wearing a grey jacket with a red vest that has 'CAN' written on it, and he is also shouting with his mouth wide open. The text 'HAVE CLARITY IN YOUR MISSION' is overlaid in the center in large, bold, white capital letters.

**HAVE CLARITY
IN YOUR MISSION**



“ ... the Olympic goal dwarfs the sometimes imperceptible day-to-day improvements that are necessary to get there.”

- Jeremy Wotherspoon

PERFORMANCE STRATEGIES AND MEASUREMENT





PERFORMANCE APPROACH RECAP

Preparation and planning

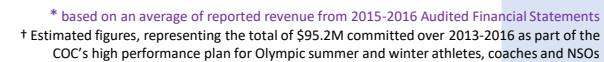
Creating an environment to be at your very best

Understanding gaps or the difference makers

Taking care of the necessary day-to-day improvements

Maintaining perspective on a performance that has meaning





COC VISION

CANADA IS A WORLD LEADER IN SPORT, INSPIRED BY THE PASSION AND PERFORMANCE OF THE CANADIAN OLYMPIC TEAM



COC MISSION



TO LEAD THE ACHIEVEMENT OF THE CANADIAN OLYMPIC TEAM'S PODIUM SUCCESS AND PROMOTE THE PRINCIPLES AND VALUES OF OLYMPISM



SPORT DEPARTMENT STRATEGIES

SPORTS EXCELLENCE CAPACITY BUILDING FOR WINNING CONDITIONS

Enable athletes, coaches and teams to prepare at the highest levels.



CREATE A WINNING GAMES environment that supports optimal team performance

BE A HIGH PERFORMING NOC that efficiently provides innovative and value added support to athletes, coaches & NSFs in preparation for, and during Games

ENHANCE SPORT SYSTEM that supports a winning environment and optimal performance at all levels

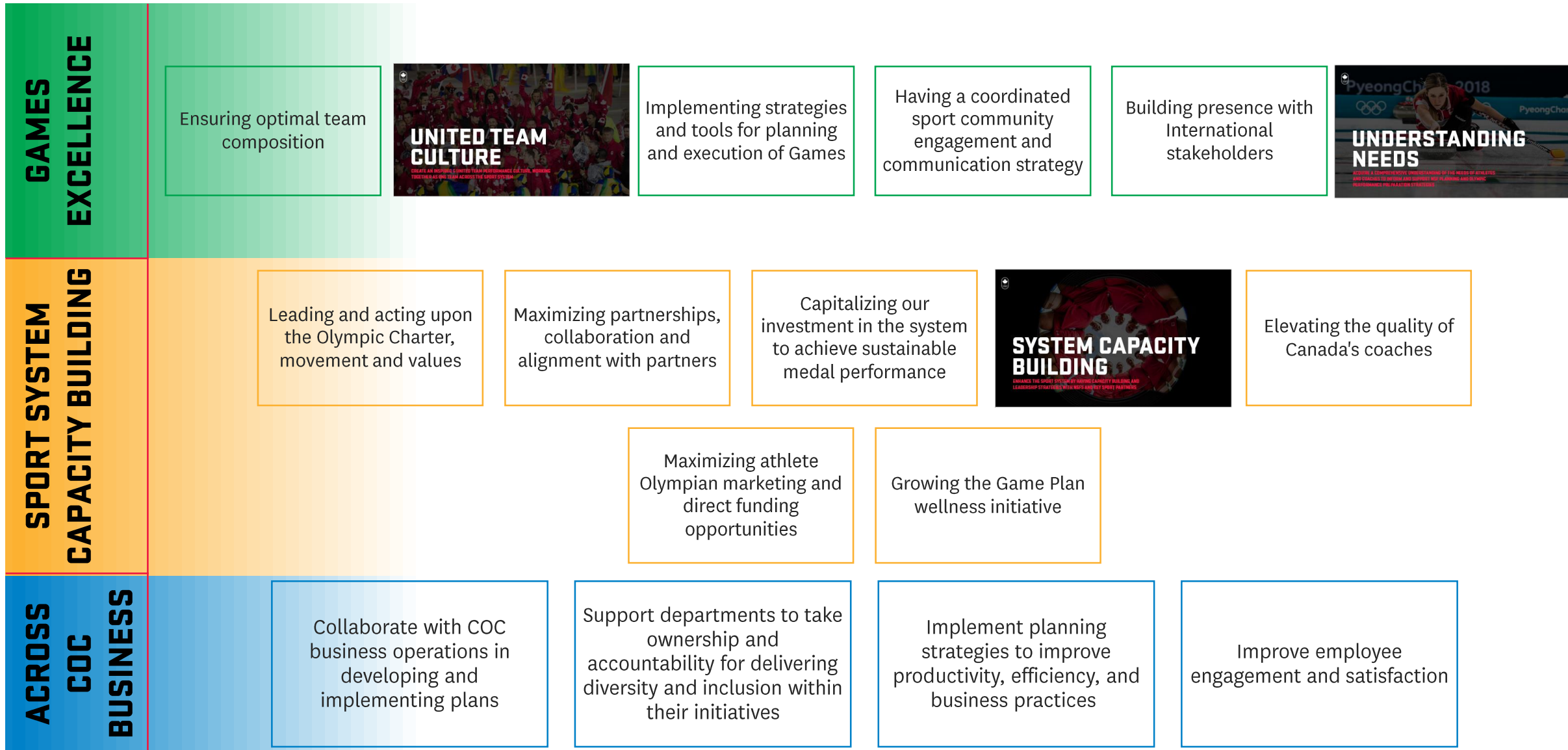
HELP DEVELOP sustainable and stable funding

CLEAN + ETHICAL SPORT leadership as an underpinning to sustained performance





SPORT DEPARTMENT OBJECTIVES



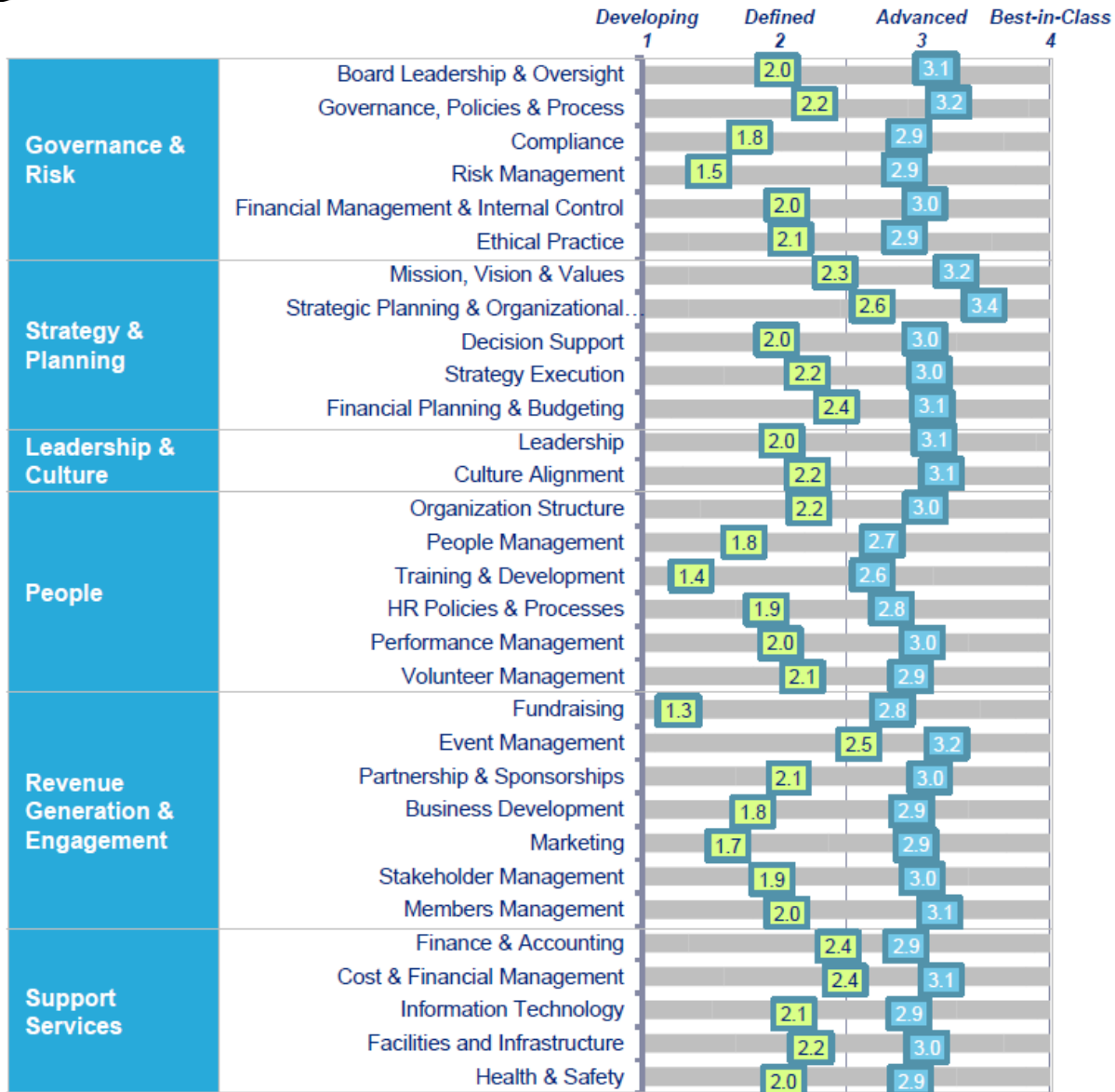
A circular fisheye photograph of a women's basketball team. The players are wearing red jerseys and shorts, huddled together in a circle, looking up at the camera. The background is a dark, textured surface with concentric circles.

SYSTEM CAPACITY BUILDING

ENHANCE THE SPORT SYSTEM BY HAVING CAPACITY BUILDING AND
LEADERSHIP STRATEGIES WITH NSFS AND KEY SPORT PARTNERS



ASSESSING ORGANIZATIONAL CAPACITY



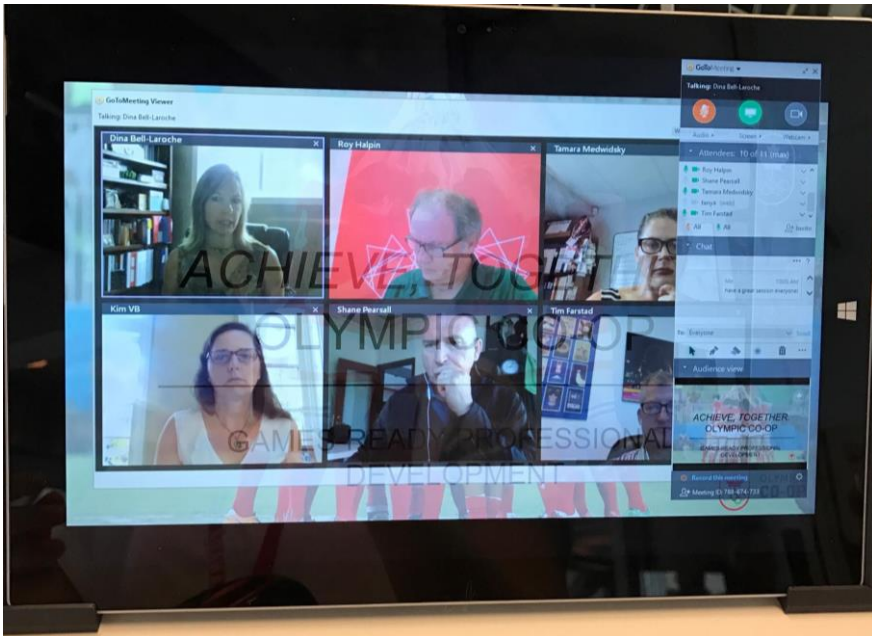
FOUR IDENTIFIED PRIORITIES

Leadership development

Specialized tools and resources

Alignment

Revenue generation





EVALUATING THE CO-OP

TO WHAT EXTENT WAS THIS OF VALUE TO YOU
IN HELPING YOU ACHIEVE YOUR LEARNING /
PROBLEM SOLVING OBJECTIVE?
(1- NO VALUE | 5- CRITICAL TO MY SUCCESS)

Client Group	Average
Coaches	3.5
Integrated Support Team	3.0
Mental Performance Consultants	3.6
High Performance Directors	3.7
CEOs	4.5
Overall	3.8

Our problems are not unique; we're all going through the same issues. We have so much collective capacity to help one another. It doesn't have to be so lonely to be a CEO of a sport org when you have opportunities like the CO-OP to share and learn.

The Olympic CO-OP program uses a proven, solution focused process, a trained facilitator and a small group of your peers to help us sort out our issues.



UNITED TEAM CULTURE

CREATE AN INSPIRED & UNITED TEAM PERFORMANCE CULTURE, WORKING
TOGETHER AS ONE TEAM ACROSS THE SPORT SYSTEM



**“IF YOU DON’T
INVEST IN YOUR
CULTURE, YOU’LL
GET ONE ANYWAY”**



BE  EXCELLENT

WE ALL HAVE SOMETHING TO PROVE
EACH IN OUR OWN WAY
LIKE THOSE WHO DID BEFORE US
AND THOSE WHO WILL LONG AFTER.
WE PROVE IT TO OURSELVES
EVERY SINGLE DAY.
NOW WE'VE EARNED THE RIGHT
TO PROVE IT TO THE WORLD
BECAUSE OUR ACTIONS SPEAK LOUDER
AND ALWAYS FOR THEMSELVES.

THIS IS WHO WE ARE
WE ARE THE PROOF
WE ARE CANADA



NOUS AVONS TOUS QUELQUE CHOSE À PROUVER.
CHACUN, À NOTRE MANIÈRE.
COMME CEUX QUI NOUS ONT PRÉCÉDÉS
ET CEUX QUI NOUS SUCCÈDERONS.
NOUS LE PROUVONS À NOUS-MÊMES
À CHAQUE INSTANT.
NOUS AVONS MÉRITÉ LE PRIVILÈGE
DE LE DÉMONTRER AU MONDE ENTIER.
CAR NOS ACTIONS PARLENT
TOUJOURS D'ELLES-MÊMES.

VOILÀ QUI NOUS SOMMES.
NOUS SOMMES LA PREUVE.
NOUS SOMMES LE CANADA.

OUR PLEDGE

This is who we are

THE CANADIAN OLYMPIC TEAM





BE VIRTUOUS BE VICTORIOUS BE  OLYMPIC



PUT TEAMS INTACT



BE THE
PROOF



OLYMPIC
LAB
OLYMPIQUE

SOYEZ LA
PREUVE



OLYMPIC
LAB
OLYMPIQUE

MULTI-SPORT CONTEXT



MEASURING CULTURE



BEFORE THE OLYMPICS... AFTER THE OLYMPICS...

Overall

82%

Athletes

79%

Found Olympic Lab 2017 valuable in preparing for the Olympics

Overall

86%

Athletes

91%

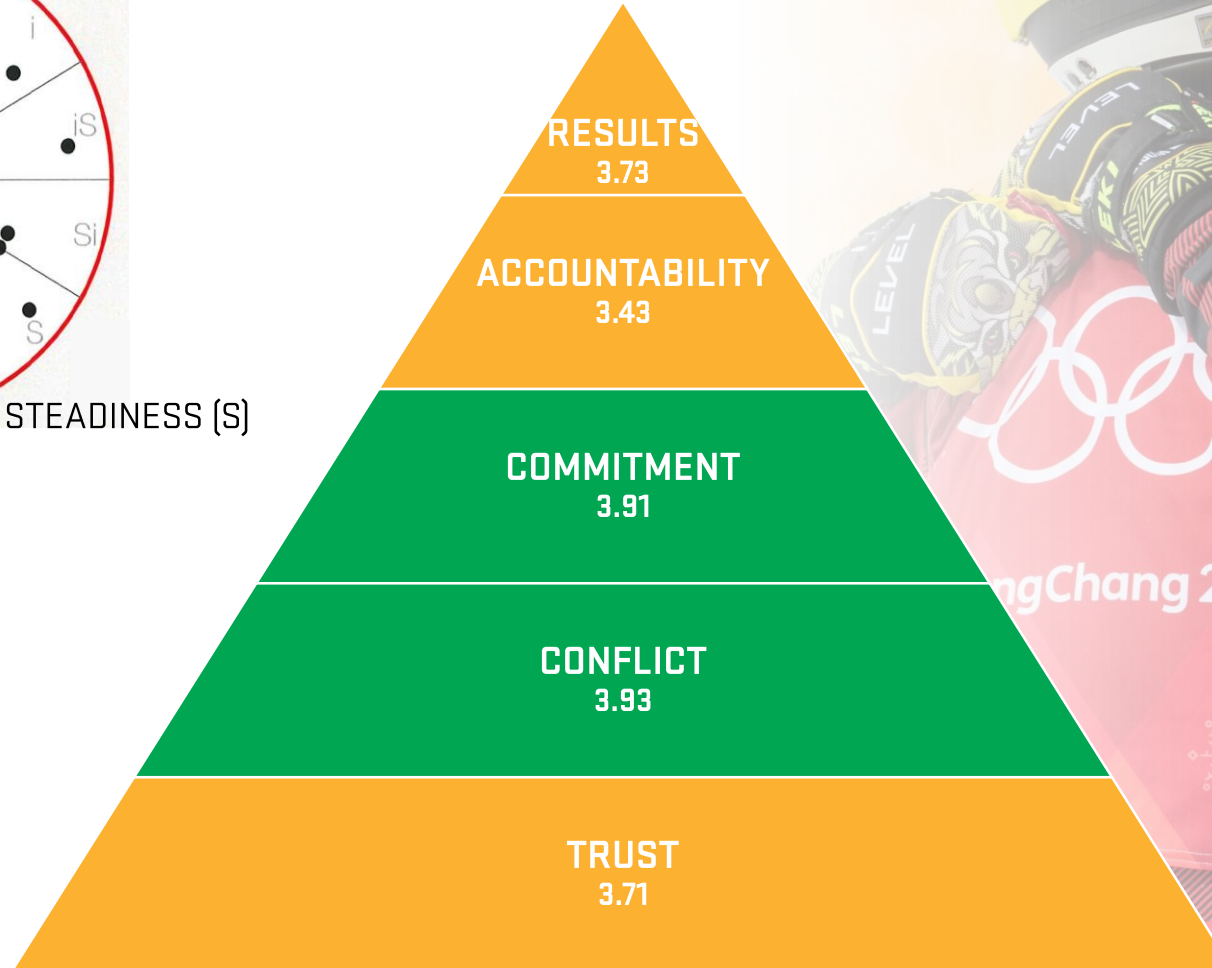
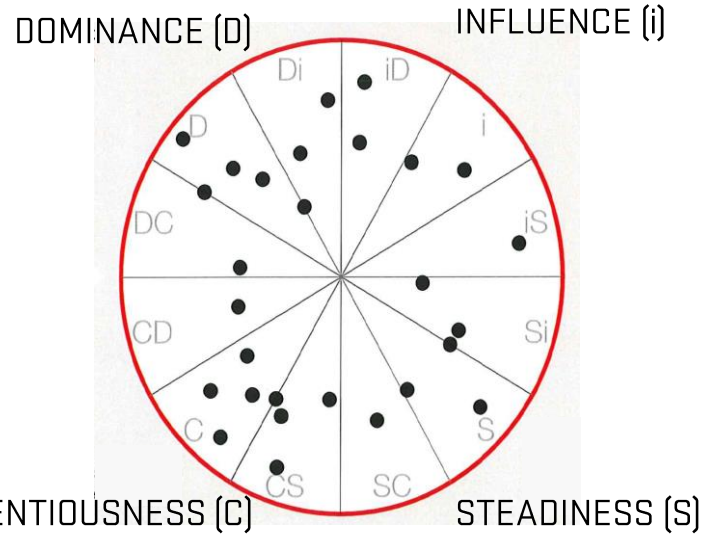
Found Olympic Lab valuable in preparing for the Olympics

95%

Feeling part of a unified Canadian Olympic Team had a positive or extremely positive impact on performance



THE FIVE BEHAVIOURS AND YOUR TEAM





UNDERSTANDING NEEDS

ACQUIRE A COMPREHENSIVE UNDERSTANDING OF THE NEEDS OF ATHLETES
AND COACHES TO INFORM AND SUPPORT NSF PLANNING AND OLYMPIC
PERFORMANCE PREPARATION STRATEGIES



SUMMER & WINTER SPORT ASSIGNMENTS

DESIGNATION DES SPORTS D'HIVER ET ÉTÉ



VERONICA BRENNER

Summer:

Archery / Tir à l'arc
Badminton
Equestrian / Sports équestres
Gymnastics / Gymnastique
Karate / Karaté
Modern Pentathlon / Pentathlon modern
Sailing / Voile
Shooting / Tir
Skateboard
Sport Climbing / Escalade sportive
Surfing
Table Tennis / Tennis de table
Taekwondo

Winter:

TBD



JOSÉE GRAND'MAÎTRE

Summer:

Basketball
Boxing / Boxe
Canoe-Kayak / Canoë-kayak
Golf
Judo
Rowing / Aviron
Tennis
Weightlifting / Haltérophilie

Winter:

Curling
Figure Skating / Patinage artistique
Ice Hockey / Hockey sur glace
Speed Skating – Long Track / Patinage de vitesse – longue piste
Speed Skating – Short Track / Patinage de vitesse – courte piste



MARIE-ANDRÉE LESSARD

Summer:

Athletics / Athlétisme
Baseball
Field Hockey / Hockey sur gazon
Rugby
Softball
Volleyball
Volleyball – Beach / Volleyball de plage
Wrestling / Lutte

Winter:

Alpine Skiing / Ski alpin
Biathlon
Bobsleigh
Cross Country Ski / Ski de fond
Luge
Nordic Combined / Combiné nordique
Skeleton
Ski Jumping / Saut à ski



TANIA VICENT

Summer:

Cycling / Cyclisme
Diving / Plongeon
Fencing / Escrime
Soccer / Football
Swimming / Natation
Synchronized Swimming / Nage synchronisée
Triathlon
Water Polo

Winter:

Freestyle Skiing / Ski acrobatique
Ski cross
Snowboarding / Surf des neiges



OLYMPIC PERFORMANCE APPROACH

SERVICES /
SOLUTIONS

TRUST &
UNDERSTANDING

Solutions, Support,
Services,
Implement,
Intervene, Educate,
Use of experts and
partners

Awareness,
Observation,
Questions, Intel
gathering,
Understanding plan

Escalate, Diagnose,
Evaluate, Assess,
Prioritize

Identify Gaps,
Needs, and
Opportunities

STRATEGIZE/
ESCALATE

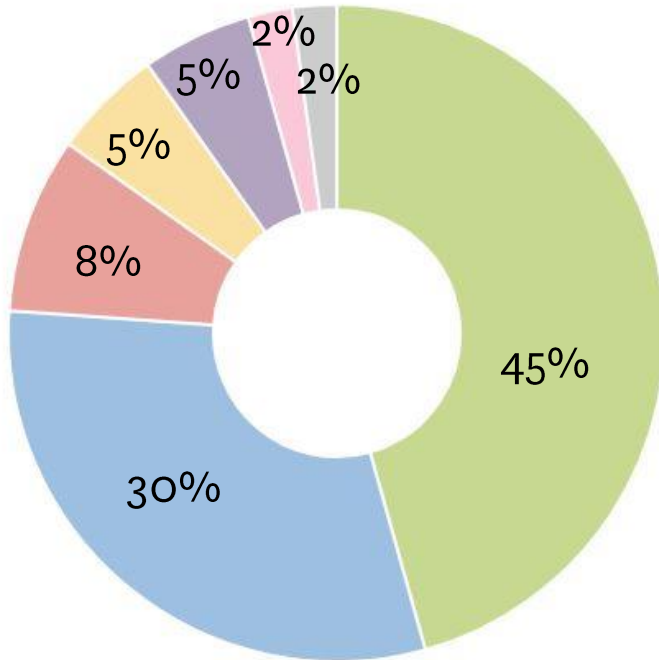
GAPS / NEEDS /
OPPORTUNITIES





NSF GAPS / ISSUES

AS OF JUNE 16, 2017

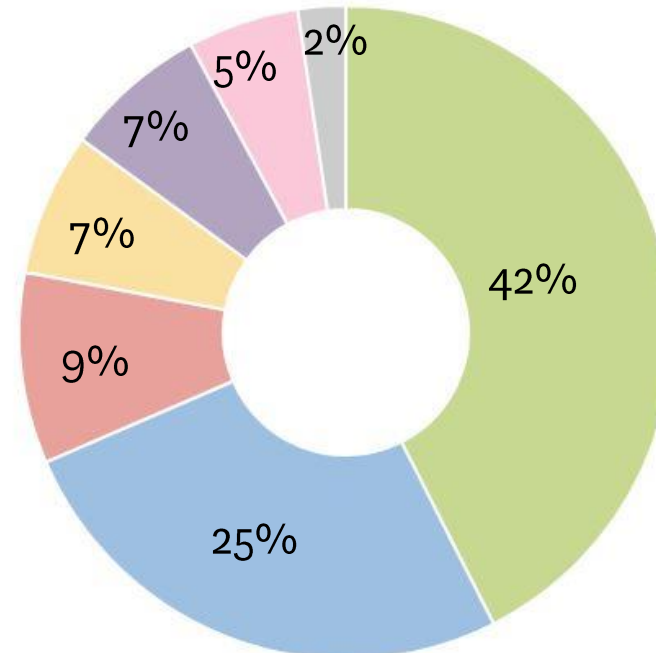


Open Issues

Epic Link

Total Issues: **92**

At Games NSF Operational Plans	42
NSF Staffing, Team Dynamics, Accredi...	28
Health Science Technology	8
NSF Sport Technical, International Fede...	5
Organizing Committee	5
Familiarization and Test Events	2
Funding	2



Total Issues Recorded

Epic Link

Total Issues: **127**

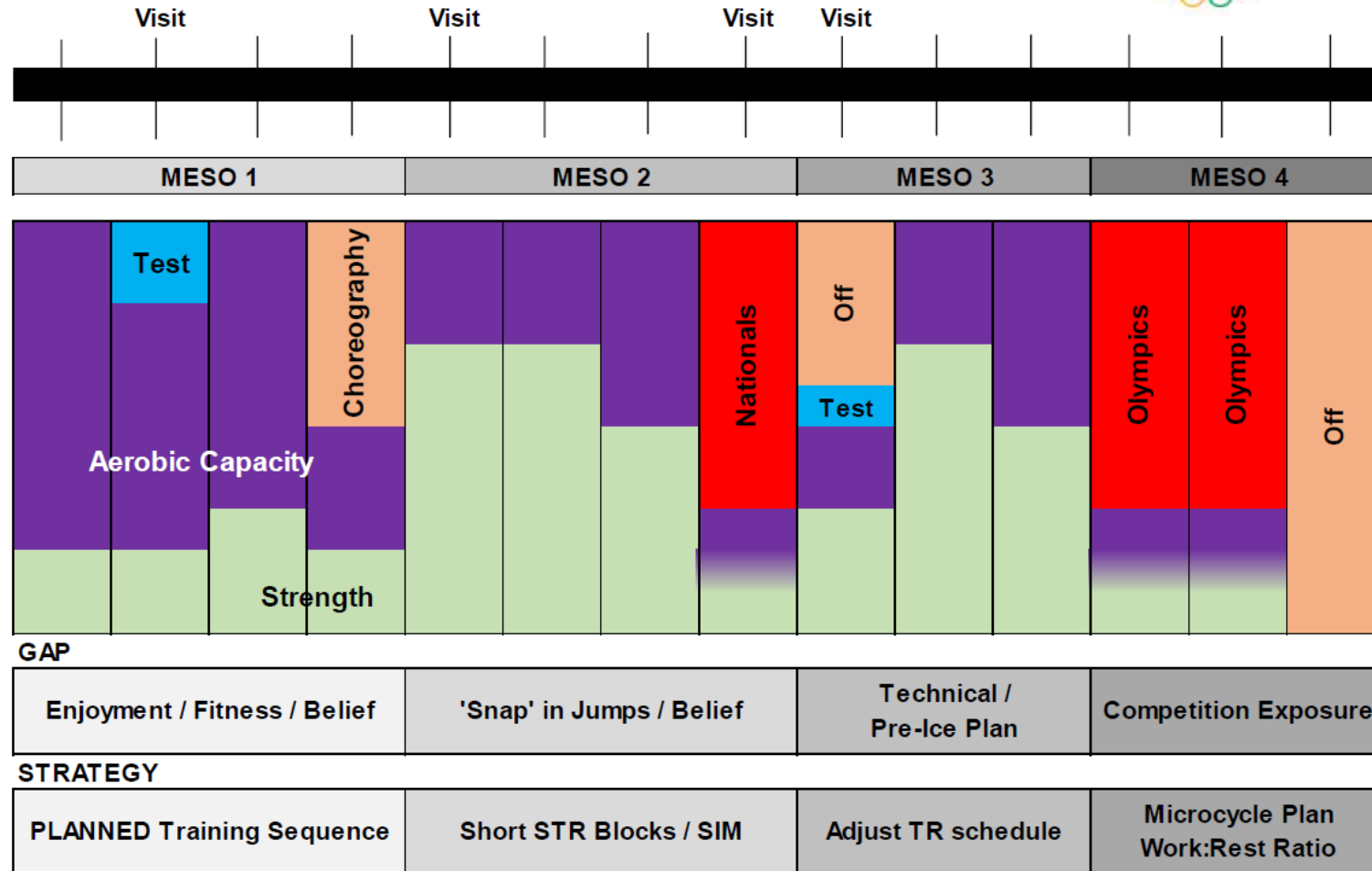
At Games NSF Operational Plans	54
NSF Staffing, Team Dynamics, Accredi...	33
Organizing Committee	12
Health Science Technology	9
NSF Sport Technical, International Fede...	9
Familiarization and Test Events	7
Funding	3

HOW DID WE DO?





PATRICK CHAN'S 12-WEEK PLAN







SO HOW DID WE DO?





PIERRE DE COUBERTIN

Olympism is a philosophy of life, exalting and combining in a balanced whole the qualities of body, will and mind. Blending sport with culture and education, Olympism seeks to create a way of life based on the joy of effort, the educational value of good example, social responsibility and respect for universal fundamental ethical principles.



THANK YOU



MERCI