

# GAA GAMES DEVELOPMENT CONFERENCE

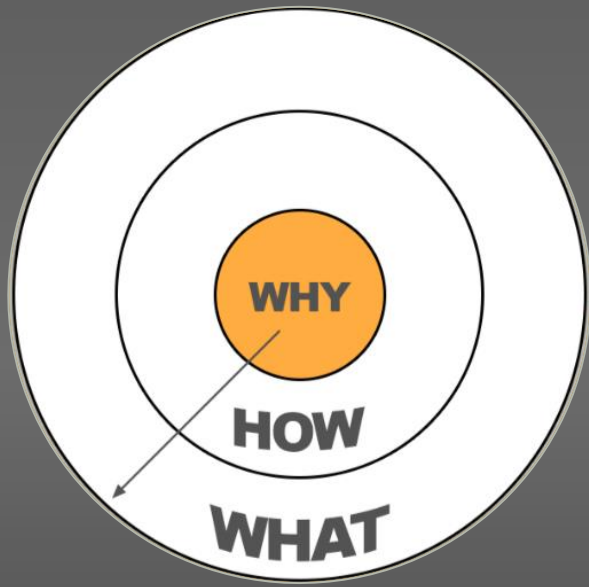


# Values Optimise Potential

Paudie Butler



# Let's Start with WHY



*Simon Sinek*

There are four main reasons why people are paying more attention to values –

1. The flowering of democracy,
2. The evolution of human consciousness,
3. The need to build resilience and goodwill,
4. The need to navigate increased complexity

- Richard Barrett





Equality



Courage



Non-Violence



Compassion



Integrity

Connection

Conviction

Commitment

John Montague



Like dolmens round my childhood, the old people





And so it was since time began  
The child is father of the man

William Wordsworth

# Our Challenge

To be faithful to the

**CORE VALUE OF SPORT**

as a driver of:

**SOCIAL,**

**CULTURAL AND,**

**EDUCATIONAL PROGRESS.**

# Golden Rule

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Treat others  
as you want  
to be treated.



# Coaches Top 10 Values

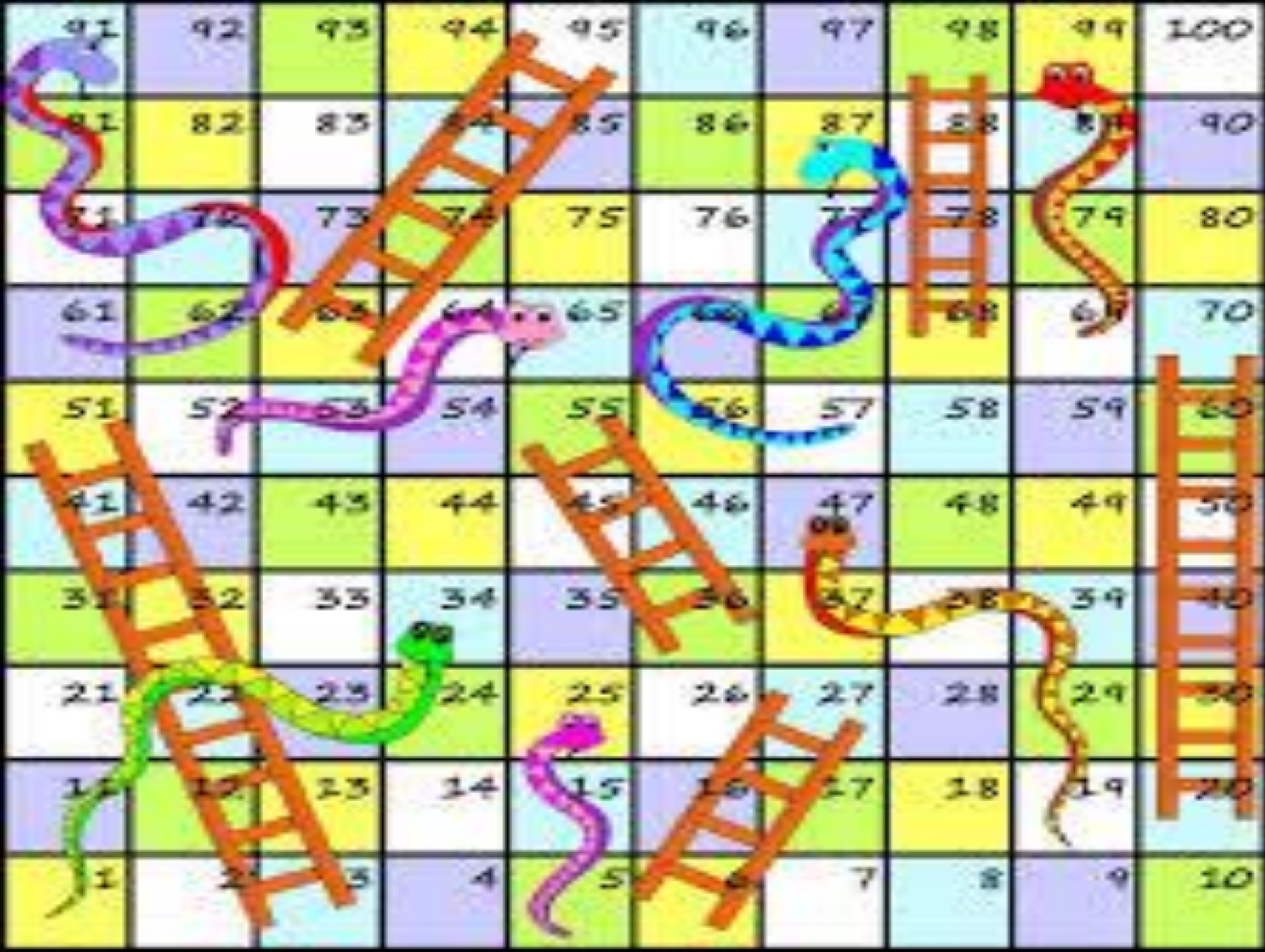
Connectedness	Trustworthiness
Humility	Openness
Candour	Flexibility
Patience	Vulnerability
Empathy	Balanced

- Dr Wade Gilbert

# Different Wavelengths













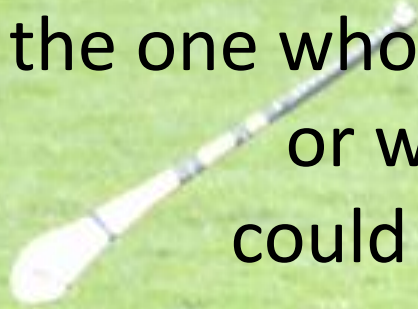
**Fear**

Words included in the word cloud:

- Arrogance
- Anger
- Shame
- Exclusion
- Revenge
- Perfectionism
- Criticism
- Fear
- Hypocrisy
- Elitism
- Hypocrisy
- Arrogance
- Shame
- Criticism
- Anger
- Fear
- Revenge
- Hatred
- Perfectionism
- Shame
- Fear
- Hypocrisy
- Arrogance
- Sarcasm
- Revenge
- Fear
- Anger
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- Hatred
- Arrogance
- Hatred
- Anger
- Elitism
- Hypocrisy
- Anger
- Elitism
- Sarcasm
- Perfectionism
- Fear



It is not the critic who counts;  
not the one who points out how the strong stumble,  
or where the doer of deeds  
could have done them better...



The credit belongs to the one  
who is actually in the arena...  
who strives valiantly...



And if they fail, they fail  
**DARING GREATLY.**

— Theodore Roosevelt





“I believe everyone is doing the best they can, with the tools they have”

Brené Brown

*Integrity is  
choosing*

Courage over Comfort.

*Choosing what is*

Right over what is Easy.

*Choosing to*

Practice our values

*rather than simply*

professing them.



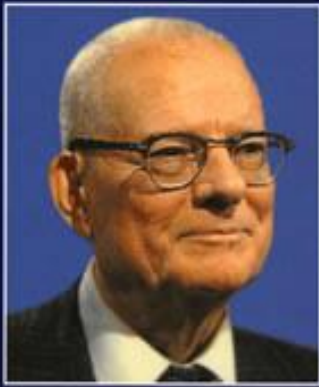
**GIVE**  
**RESPECT**  
**GET**  
**RESPECT**

**Our games. Our choice.**

**RESPECT  
IS A TWO WAY  
STREET**



# W. EDWARDS DEMING



## OUT OF THE CRISIS

1. Create constancy of purpose
2. Move toward long term relationship of loyalty and trust
3. Drive out fear, break down barriers
4. Innovation comes from people who take joy in their work
5. People care better for themselves when they are empowered to contribute to the system
6. Without a theory there is nothing to learn
7. When we cooperate everybody wins
8. All failures are system failures
9. A bad system will beat a good person everytime

# Cothrom na Féinne

NÍL



TÁ



# Club and County

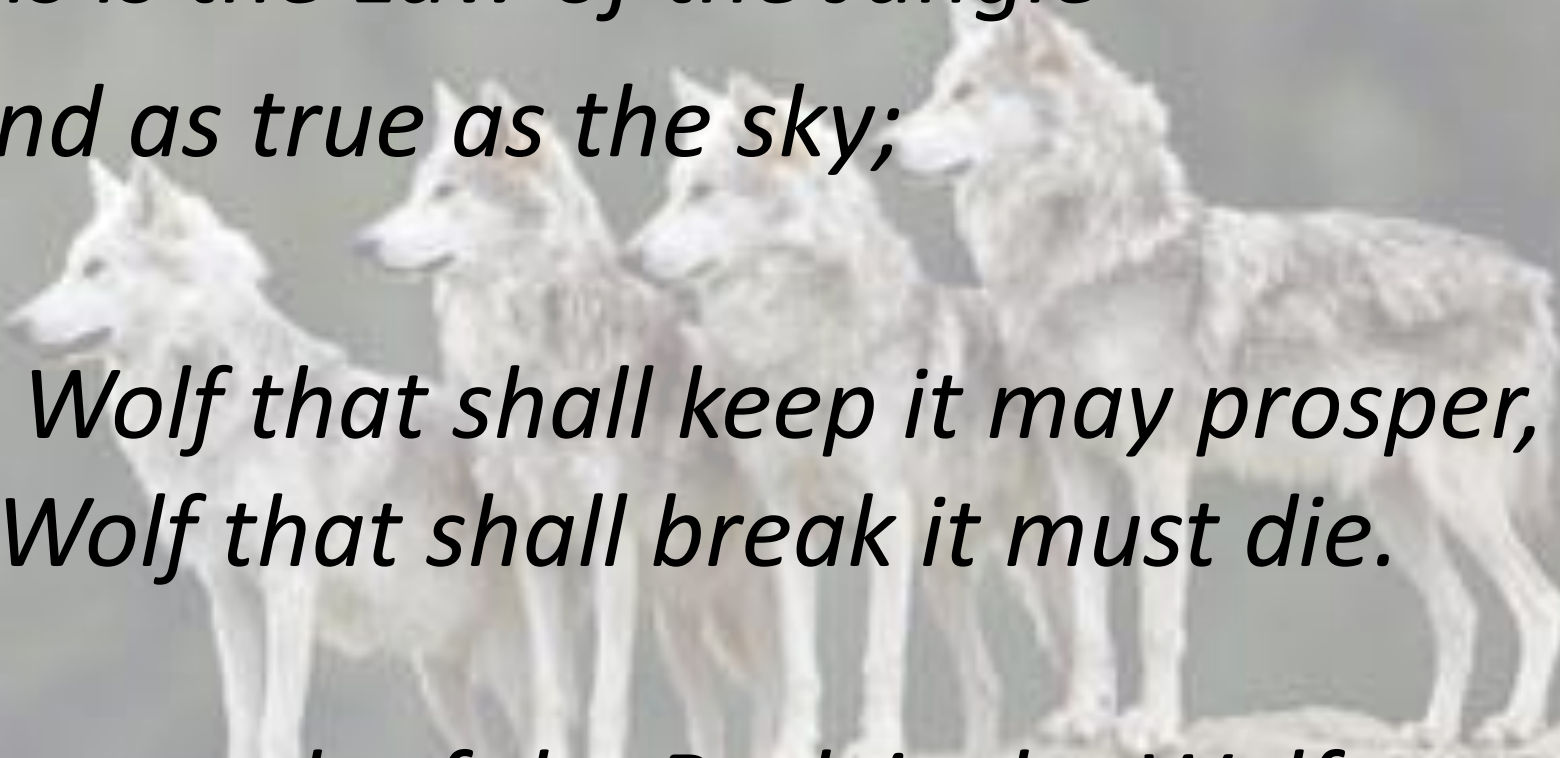


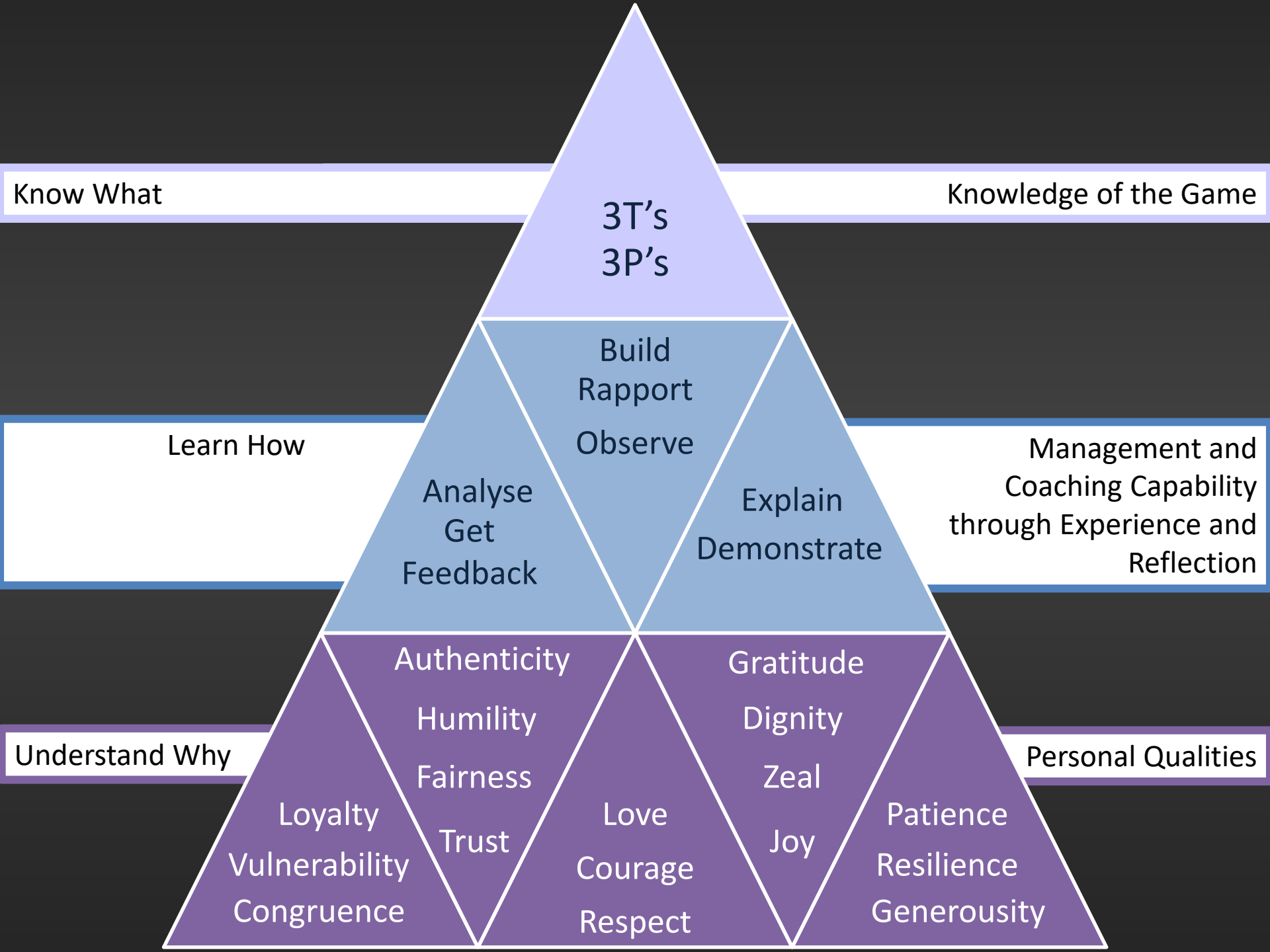


*NOW this is the Law of the Jungle —  
as old and as true as the sky;*

*And the Wolf that shall keep it may prosper,  
but the Wolf that shall break it must die.*

*For the strength of the Pack is the Wolf,  
and the strength of the Wolf is the Pack*





Know What

Knowledge of the Game

3T's  
3P's

Learn How

Management and  
Coaching Capability  
through Experience and  
Reflection

Build  
Rapport  
Observe

Analyse  
Get  
Feedback

Explain  
Demonstrate

Understand Why

Personal Qualities

Authenticity  
Humility  
Fairness  
Trust  
Gratitude  
Dignity  
Zeal  
Joy  
Love  
Courage  
Respect  
Loyalty  
Vulnerability  
Congruence  
Patience  
Resilience  
Generosity

# Congruence

Values lived out  
are the underpinning strength,

the character,

the cultural driving force behind success

# A Vision of a New World

**Orville and Wilbur Wright**



**Experience and Reflection**

**First flight, December 17<sup>th</sup>, 1903**





Passionate

Principled



Persuasive

Persistent

Perceptive

# Connection

Love and belonging are irreducible needs of all people.

We're hard wired for connection – it gives purpose and meaning to our lives.

The absence of love and belonging always leads to suffering.

# Commitment

The main concern of wholehearted people is to live a life defined by **courage**, **engagement** and a clear sense of **purpose**.

**Vulnerability** is the catalyst for courage, engagement and a sense of purpose



**Human Needs****Human Motivations****Spiritual****Service****Making a Difference****Internal Cohesion****Mental****Transformation****Emotional****Self-Esteem****Relationship****Physical****Survival**



Transformation



**WE**



All animals are true to their nature



We have great capacity for self deception



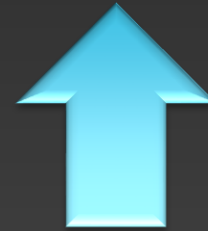
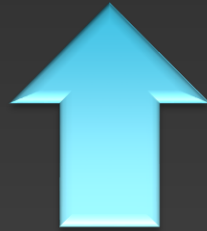
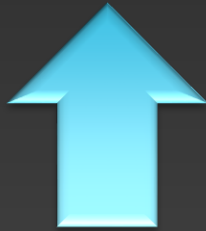
The Self we present to the world





The courage to be vulnerable means taking off the armour we use to protect ourselves, putting down the weapons we use to keep people at a distance, showing up and letting ourselves be seen

Love, Joy, Creativity



FEAR and SHAME

Control and Command

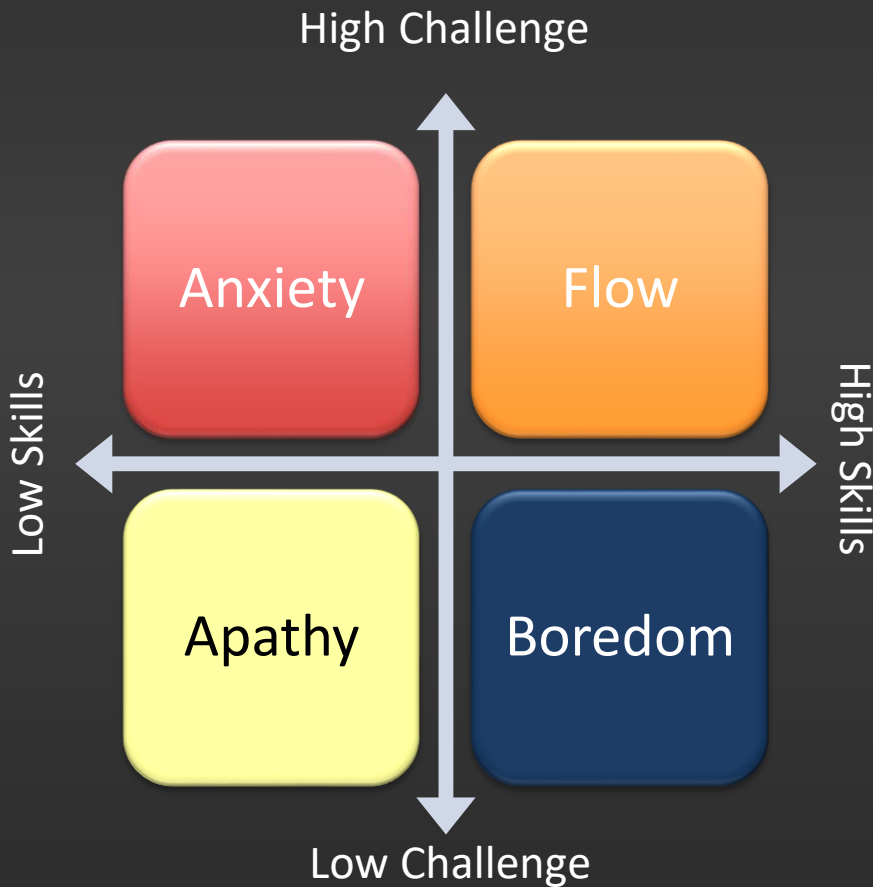
A long-billed curlew stands on a sandy beach at sunset. The bird has a long, straight, reddish-brown bill and mottled brown and tan feathers. The background is a soft, blurred sunset sky over the ocean.

# Creating the Right Environment

**It's not the strongest who survive,  
nor the most intelligent,  
but the ones who adapt best to  
their new environment.**



# Flow



The sacred intersection  
of  
Deep Enjoyment  
and  
Disciplined  
Concentration

- Mihaly  
Csikszentmihalyi

# Gamesmanship vs. Sportsmanship

<b>Expedience</b>	<b>Integrity</b>
Winning is everything	To pursue victory with honour
Its only cheating when you get caught	Fairness
It's the referee's job to catch wrong doing	Personal responsibility
Hatred	Respect
Bullying	Discipline

# Cumann Lúthchleas Gael



- We are a games based organisation
- We are player centred
- We are values driven
- We are volunteer led
- We are rooted in community and community enriching
- We are promoters of health and wellbeing
- We are responsible and accountable
- We are self-sufficient and sustainable
- We are promoters of equality and inclusiveness
- We are socially and culturally inspired



# Integrity

FÁILTE GO  
PAIRC AN CHRÓCAIGH  
WELCOME TO  
CROKE PARK



Integrity is the alignment of outward actions with inner values

Integrity in our clubs will lead to increased participation, community confidence and on-field success

fáilte go gclab

THE GAA MUSEUM  
Múseam Chumann Lúthchleas Gael

clab roall

The GAA will survive and thrive if it remains true to its core values

WE WANT TO INSPIRE  
WE ARE HARDWIRED FOR  
CONNECTION, CURIOSITY,  
AND  
ENGAGEMENT

WE CRAVE PURPOSE, AND WE HAVE A  
DEEP DESIRE TO CREATE AND  
CONTRIBUTE.

WHEN LEARNING AND WORKING  
ARE DEHUMANISED -  
WE DISENGAGE AND TURN AWAY  
FROM THE VERY THINGS THAT  
THE WORLD NEEDS FROM US:

OUR TALENT, OUR IDEAS,  
AND OUR PASSION.

ABOVE ALL ELSE, WE ASK THAT  
YOU SHOW UP,  
LET YOURSELF BE SEEN,  
AND BE  
COURAGEOUS,

DARING GREATLY.