



GOOD GOVERNANCE in SPORT

INTEGRITY

Following your moral or ethical convictions
and doing the right thing in all circumstances,
even if no one is watching you.

Having **integrity** means you are true
to yourself and **would do** nothing that
demeans or dishonors you.



GOOD GOVERNANCE in **SPORT**

"A key approach to proactively protecting your sport from integrity threats is to encourage strong ethical values from participants and develop sound organisational cultures that encourage transparency, honesty and consistency."

WHAT IS INTEGRITY AND WHY IS IT IMPORTANT?

It is perhaps the most **important** principle of leadership and dependent on **integrity** because it demands truthfulness and honesty...

Integrity means telling the truth even if the truth is ugly.

Better to be honest than to delude others, because then you are probably deluding yourself, too.



GOOD GOVERNANCE in **SPORT**

HOW TO INCORPORATE HONESTY AND INTEGRITY INTO YOUR SPORT ORGANIZATION

1. Keep your word. If you want to establish a solid reputation, you must deliver on your promises.
2. Keep your commitments.
3. Pay attention to your environment.
4. Stay focused.
5. Surround yourself with honest people.
6. Take responsibility.
7. Respect your employees.



12 CHARACTERISTICS OF PEOPLE WHO HAVE TRUE INTEGRITY

GOOD GOVERNANCE in SPORT

People with true integrity will always do what's right, irrespective of whether it concerns their worst enemies or not. They don't expect praise or gratitude for their actions. It's simply in their nature to do what they feel is right. Some people might mistake it for weakness but it's actually a very strong personality trait. People with true integrity do things that are best for the society and not just themselves. Their beliefs are their way of life. If you think you have true integrity, you probably have these following traits in you.

1. They are authentic.
2. They know that other people's time has value.
3. They give credit to other people.
4. They are humble.
5. They apologize.
6. They know when someone is wrong.
7. They give the benefit of the doubt.
8. They believe in others.
9. They volunteer for good cause.
10. They don't need to argue when they disagree.
11. They will never take advantage of you.
12. They are honest.



30 TOP TIPS FOR HOW TO MAINTAIN YOUR OWN INTEGRITY AT WORK WITH ETHICAL DECISION-MAKING:

GOOD GOVERNANCE in SPORT

1. **Lead by example**
2. **Never give the impression that you don't care that improper actions are taking place.**
3. **Commit to being involved in the process.**
4. **Anticipate ethical conflicts.**
5. **Communicate with honesty**
6. **Communicate with civility**
7. **Be consistent.**
8. **Listen**
9. **Establish the language of ethics with those in your office and set the boundaries**
10. **Accept that people will have different standards within this framework**
11. **Remember that people are normally not as ethical as they think they are.**
12. **Define ethical expectations early in new relationships.**
13. **Be prepared to redefine ethical expectations in established relationships.**
14. **Support your team's efforts to uphold high standards for ethical conduct, communicate about ethics, and solve ethical dilemmas.**
15. **Pay attention to details. Be organized.**



30 TOP TIPS FOR HOW TO MAINTAIN YOUR OWN INTEGRITY AT WORK WITH ETHICAL DECISION-MAKING:

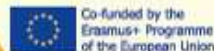
GOOD GOVERNANCE in SPORT

16. Use the communication process
17. Ask questions.
18. Watch your own cynicism.
19. See things as they are, not as you want them to be.
20. Believe that virtue is its own reward and have faith in this
21. Be your own brand (fitness, strong self-esteem, positivity and your reputation as a person of integrity.
22. Be patient with yourself
23. Be patient with others
24. Stay focused.
25. Speak up whenever you feel more unethical behaviours are slipping in
26. Have the courage to reset ethical boundaries
27. Stand by the agreed boundaries
28. Look for the best motives and prepare for the not so positive motives
29. Challenge yourself.
30. Keep learning!

eusport.org/GoodGovernance

#GoodGovernanceSport

FB/groups/GoodGovernanceSport



BULGARIAN SPORTS DEVELOPMENT ASSOCIATION
www.bulsport.bg



GOOD GOVERNANCE in SPORT

Sport is valued in our community. It is important we protect that value and maintain the integrity of sport.

Threats to sports integrity include those, which influence honest sport, such as doping and match fixing, as well as those, which affect people's positive experience in sport, such as abuse, discrimination and harassment.

Everyone has a role to play, including organisations and individuals.

Sport organisations:

- Shared values and positive culture
- Committed and strong leadership
- Understand and adhere to laws
- Robust codes of conduct and integrity related policies
- Ongoing education and training for all members, participants and staff/volunteers
- Ongoing communication to all members

Individuals (participants, administrators, coaches, managers, volunteers, spectators etc):

- Strong personal values and ethical decision making
- Understand and adhere to laws
- Adhere to your sport organisations policies and codes of conduct
- Be informed and take part in relevant training



GOOD GOVERNANCE in SPORT

Alcohol
Bullying
Child protection and safety
Complaint handling
Conduct and behaviour
Corruption
Discrimination
Doping and performance enhancing drugs

eSafety and social media
Ethical decision making
Harassment
Illicit drugs
Inclusion and diversity
Integrity training (general)
Integrity planning, implementation and follow-up
Match manipulation and sports wagering

Member protection
Mental health
Participation
Privacy
Players rights and protection
Safe sport environment
Supplements
Violence in sport

INTEGRITY IN SPORT

Integrity is a broad topic and there are wide range of aspects that it concerns organisations and individuals.

TOPICS



GOOD GOVERNANCE in **SPORT**

"A sport that displays integrity can often be recognised as honest and genuine in its dealings, championing good sportsmanship, providing safe, fair and inclusive environments for all involved. A sport that generally displays integrity has a level of community confidence, trust and support behind them. The impact of this on their business cannot be underestimated." - Australian Sports Commission website

INTEGRITY IN SPORT ORGANIZATION

A culture of integrity and ethical behaviour is characterised by:

- an effective code of conduct
- quality decision-making processes
- people of the highest integrity and ethical standards
- an intent to put the organisation ahead of individual gains.



GOOD GOVERNANCE in **SPORT**

"All board members and senior management of a sporting organisation have a responsibility to inform themselves and oversee the integrity framework of their organisation. This includes: ensuring they follow best practise, promote a culture of integrity and comply with legislative and regulatory requirements."

INTEGRITY MANAGEMENT

Building and protecting integrity in sport requires:

- Leading by example
- Positive culture, values and ethics
- Risk management
- Understanding of legislative requirements
- Good systems, including policies, codes of conduct, rules and procedures
- Ongoing education, training and communication
- Ongoing review and monitoring.