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Qualitative Study:

**Can we describe ideal leaders
for a football association? Do
good leaders matter?**

Play the Game 11th Conference
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Background

- Cycle of crises have happened in Indonesian football in last 10 years.
- The Indonesian FA (PSSI) has been struggling to stabilize powers between its key stakeholders; supporters (public) and the government.
- More than 60 people died because of football violence since 1990s, most of which happened in last decade (Kompas, Save Our Soccer).



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[Cont'd] Background

- In September 2018, a fan namely Haringga Sirila was brutally killed by a mob of rival supporters before a top-tier football match. Public and the media has since put a pressure toward PSSI.
- The media revealed another crisis after Haringga's death; match-fixing cases in the country's football leagues.
- The then PSSI chairman Edy Rahmayadi stepped down in January.
- As of April, Police has named at least 15 suspects related to the match-fixing cases, including some of PSSI board members.
- We then initiated a study, with research question: **What kind of leaders do a football association need to overcome crisis and stabilize powers?**



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Purpose of the Study

- Help football stakeholders to finally find the ideal leaders and are able to overcome crises.
- Promote subject of sport governance and management in Indonesia.
- Influence policy-makers to rationalize decisions based on scientific measures, evidence-based policy.



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Methods & Design

- ❖ **Research questions:** What kind of leaders ideally needed at an organization like football association? Do good leaders matter?
- ❖ **Research design:** Descriptive qualitative
- ❖ **Sampling technique:** *Purposive sampling*
- ❖ **Data collection:** FGD, qualitative survey, *qualitative expert assessment*



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Data Collection & Action

- Focus group discussions were conducted to design hypotheses of ideal attributes of FA leader, in early May.
- Ganesport sent a qualitative survey to more than 50 sport management and governance experts across the world, in between May and June.
- 23 experts, most of which are academics in Europe, responded the survey.
- In mid July, we released the outcome of the study through a press conference, gathered 24 journalists.



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Hypotheses

- Seven attributes of the ideal leader:
 - Independent
 - Proven track-record of integrity
 - Successful in career
 - Very senior (more than 20 years experience)
 - Not affiliated with politics
 - Active in football at least for five years
 - Secure/ rich financially



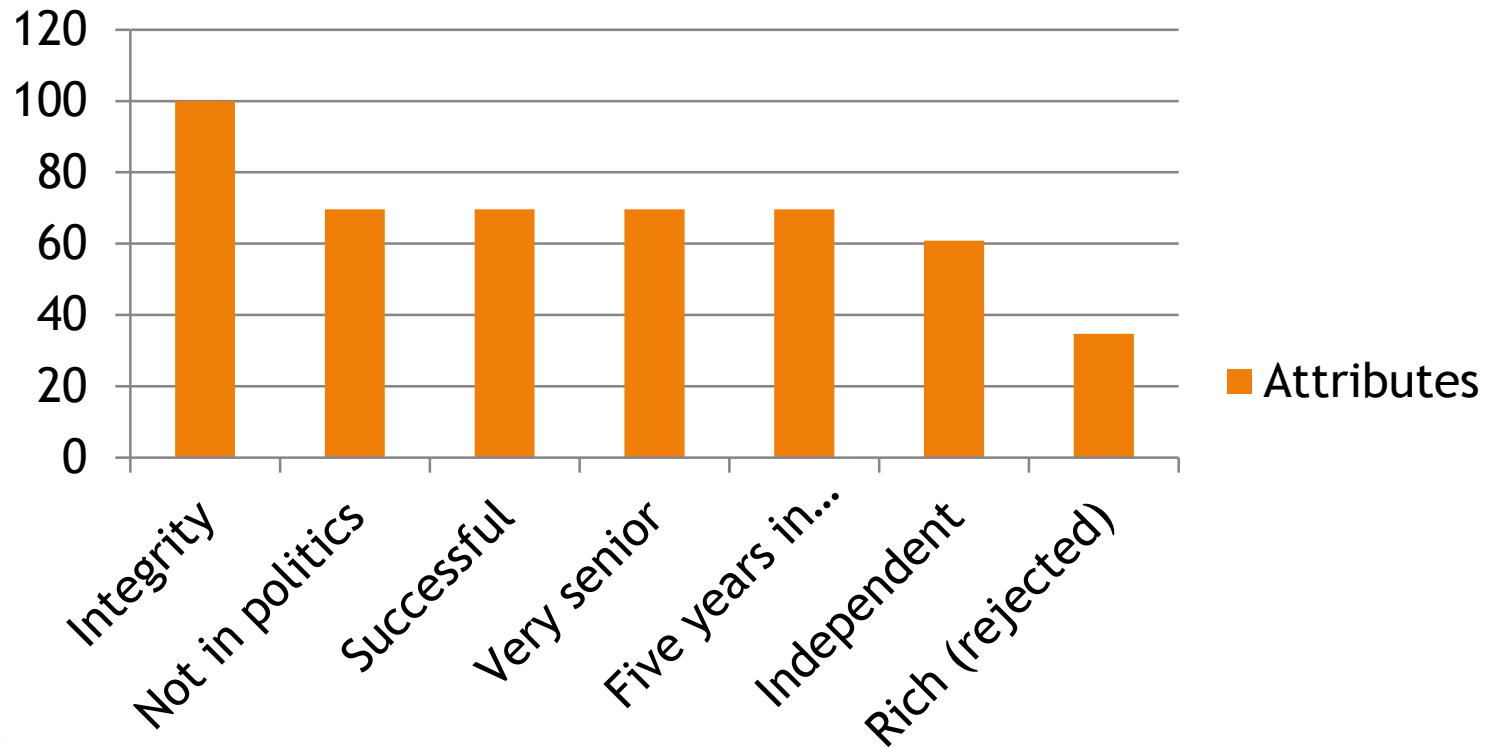
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Results

FA chairman attributes



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Additional qualitative responses

1. How impactful is a leader at an organization like football association?

- Very impactful
- But inter-correlated with the organization's governance, environment and system
- Good leaders: Create *trust* and *image*.

2. What kind of leader you want to see as an FA chairman?

- Excel in diplomacy
- Can accommodate interests from stakeholders
- Possess good leadership and managerial skills



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Conclusion

- Chairman and board members at sport federations have a very crucial role to drive the organization.
- Ideal supreme leader at organization like football association should be:
 - Having a proven track-record of integrity
 - Far from politics
 - Successful (proven managerial and leadership skills)
 - Very senior
 - Experienced in the sport/ football
 - Independent
 - Excel in diplomacy



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THANK YOU
FOR YOUR ATTENTION

