

An English lexicon and guide to Swedish sport administration terminology

Värdegrund

Simply words on paper, or posters on changing room walls.

Hållbarhet (Corporate Social Responsibility)

Exists only because we have a thing called social media. Enables people to appear they care on social media, thus making the organisation more “attractive” for future corporate sponsorship or government funding. Often associated with “green-washing” and “values-washing”. A typical example would be an integration project that really has nothing to do with inclusion.

Närmaste chef

A hierarchical structure of many bosses. Essentially a blame chain to ensure the self preservation of the upper echelons of the organisation.

Riktlinjer

The equivalent of IKEA instructions on how to act and behave. Otherwise known as common sense.

Projektverksamhet

Finance (state or corporate funding) which enables avoidance of fixing what's actually wrong, and with the added benefits of avoiding both conflict and necessary change of people/processes/ideas.

Policydokument

A document to ensure that you as a leader are not accountable for anything. Policy documents often appear as a deflection strategy after the problem has emerged, as the organisation leaders either ignored the problem in the hope that it would go away or directly contributed to its emergence.

Alla ska vara med

A misinterpretation of principles of equality and equity that serves to repress individual needs and ensure difficult conversations are quickly avoided. Often results in everyone being unhappy at the same time.

Strategisk plan

Something that you review every 5 years. Its contents ensure that your job is protected as you and your selected colleagues do the review. “Measured goals” are totally created by the authors of the plan (you and your selected colleagues), thus maintaining system dependency. It is the ultimate illusion of professionalism.

Extern referensgrupp

Some handpicked experts who just happen to be people who you invited to your summer grill party/summer cottage for an evening. May also include someone that you are interested in. Helpful means by which to avoid taking decisions.

Förbyggande arbete

When we have no idea how we should work with problems that we have clearly contributed to creating, we start a process of developing preventive measures. We set up a “projektverksamhet”, bring in an “extern referensgrupp”, launch a “strategisk plan” (without consulting the people that actually work with the day-to-day operations), develop a “policydokument” with “riktlinjer” for every “närmaste chef” to implement using our “värdegrund”. An important part of this work is a specific “hållbarhet” project that ensures that we look good in social media while giving the impression that the problem has nothing to do with us, thus ensuring nobody is accountable when it inevitably fails.