

The Jim Madden GPA Leadership Programme

Prospectus 2021

**A bespoke Leadership Programme developed
by experts in Education, Sport and Business**

**Interactive sessions with leaders in Sport,
Community and Business**

**Built and designed around the specific
requirements of elite athletes**



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The Jim Madden GPA Leadership Programme offers a practical insight into best practice leadership, whether it be in a commercial sense or a community leader! The course was brilliant and brought together like minded individuals from different counties and codes who all wanted to take their own leadership qualities to the next level. I for one found it empowering to see the different styles, approaches and techniques of a wide host of leaders from different disciplines and how they had their own authentic style. It empowered me to develop my own leadership style through different principles I learned during the programme.

”

Paul Flynn, GPA CEO



Introduction

The Jim Madden GPA Leadership Programme develops groups of county players from hurling, camogie, gaelic football - men's and ladies - with the necessary skills, motivation and experience to become real leaders in the community.

Many of our Gaelic athletes have exceptional leadership qualities. These skills are honed through the experience and resilience developed as elite players in a highly competitive environment, where performance is often predicated on the player's own ability to lead by example encouraging greater levels of performance from team-mates.

The Jim Madden GPA Leadership Programme has now established a pathway for players who wish to further develop these qualities which can be harnessed both for their personal development and for the benefit of society.

This Programme is made possible thanks to the support of Michael Madden and his family who have dedicated this programme & curriculum to the memory of their late father Jim who was a tireless grassroots GAA and community activist in Tipperary. 2019 will be the fifth year & edition of the programme.



Photo: Stacey Cannon (Year 1) with a group of Year 2 participants

'This programme has challenged me both personally and professionally. Above anything the content and the people involved have given me the enthusiasm and energy to learn and be better as an individual and in the workplace.'

Aoife Lane, Former Chair of the WGPA



The Jim Madden GPA Leadership Programme is designed to help you build on and develop your leadership skills to support you in all aspects of your life i.e. sporting, work, community & society.



3 Core Workstreams	Your Development	Your Leadership	Your Project	
	<ul style="list-style-type: none"> □ Personal Coach □ A Development Centre to evaluate your potential leadership skills □ Feedback and Personal Development Plan 	<ul style="list-style-type: none"> □ 6 Leadership Masterclasses throughout 2021 	<p>The Réalta Programme is a 'leadership and self esteem' building programme for Primary School pupils. Participants on The Jim Madden GPA Leadership Programme deliver a number of sessions in a primary school. The programme focuses on helping pupils develop their physical, mental and emotional health and well-being.</p>	
	1 Day Development Centre	6 days of workshops	Times are agreed with Principal of School - Approx 4 - 5 hrs in total	= 7.5 Days
	20 hours in pre & post online learning	70 hours in pre & post online learning	30 hours in pre & post online learning	=14.5 Days
Your Commitment	4/5 coaching sessions at times agreed by you & your coach			= 1 Day
	Total			= 23 Days

"The Jim Madden GPA Leadership Programme offers a wonderful educational and challenging experience for its participants. I really enjoyed this programme because it challenges you to examine the various types of leadership. The quality of guest speakers throughout this course has been exceptional and hearing the personal stories of individuals such as Paddy

Cosgrave (web summit), David Brophy (High Hopes Choir) and Kenny Jacobs (Ryanair) has certainly opened my mind as to how a leader operates. I would highly recommend The Jim Madden GPA Leadership Programme to all members of the GPA"

Darragh Egan, Tipperary



“ The Jim Madden GPA Leadership Programme has been an outstanding experience for me as a young professional starting out my career. I can safely say I have become a more complete person having gained numerous skills that can be applied on the field and in the workplace. Although the Programme is challenging at times, the friends and experiences that are gained throughout makes the whole Programme worthwhile. ”

James Barry Tipperary Hurling

Course Overview

The Jim Madden GPA Leadership Programme is an individually tailored 'elite athlete friendly' programme and includes:

- Leadership Masterclasses with experts from the sporting / community and business worlds
- A Development Centre designed to help you determine your own individual Leadership strengths and your developmental areas
- Leadership workshops designed to help you build on these strengths and developmental areas
- Access to a hand selected group of professional and executive

coaches - You will work with one of these coaches on your own individual developmental needs and other areas you want to explore throughout the programme

- Lastly, you will have the chance to build on your existing and practice newly developed leadership skills by developing and delivering a real tangible project designed to benefit school children, the community and society in general e.g. Réalta Programme

This advanced leadership programme is designed to be highly relevant, tangible and built to help you evolve a personal leadership style. As recruiters and companies search for candidates with applicable experience and initiative, this programme is designed to help you fit that profile.



Programme Content

Leadership Masterclass -

Over the course of a day participants will attend 3 different masterclasses with experts from the business, community and sporting worlds. These sessions are designed to help you explore what are the critical behaviours that allow great leadership to foster in individuals and in groups and allow you to self reflect on how strong you are in these key leadership behaviours.

Development Centre

Workshop - You will attend a one day development centre and take part in a number of exercises.

The centre is designed to objectively assess your own individual Leadership strengths and developmental areas and you will receive an individual feedback report as an output of the centre that you can work on with your designated coach throughout the course of the programme.

Personal & Interpersonal Leadership Workshops -

These workshop are designed specifically to help you build on your existing strengths and develop the interpersonal skills highlighted in your feedback report.

Group Leadership Skills

Workshop - This workshop is designed specifically to help you build on your existing strengths and develop the group skills highlighted in your feedback report.

Community Project - A key aim of this programme is to create community leaders for the future. With this in mind participants in the previous 4 years have devised and developed a community project that works closely with the Irish Primary School Network. Participants on the 2019 Programme will have the opportunity to work with their local primary schools on this Réalta Programme.

Assessment / Development

- Participants must attend over 90% of course days
- Participants will be required to complete a number of exercises both before and after each classroom/workshop day.

Duration / Schedule

The programme will take 12 months. This will be divided up into 7.5 'classroom' days in total with an approximately 20 additional hours of online learning per class.

Moodle

The online learning component of the programme will take place through Moodle, a leading course management system. Participants can access course notes, conduct online assignments in relation to the course material they are studying, and keep abreast of important Programme dates.

Entry Requirements

Due to high demand and programme restrictions, not all applicants are guaranteed a place on the programme.

Dates for 2021/2022

Friday January 22nd 2021

Leadership Masterclass (all participants)

Friday February 5th, 12th, 19th, 26th 2021

Development Centre (1 centre per participant)

Friday April 16th 2021

Personal Leadership Workshop

Friday May 14th 2021

Interpersonal Leadership 1 Workshop

Friday June 18th 2021

Interpersonal Leadership 2 Workshop

Friday July 16th 2021

Leadership Panel Zoom

Friday August 6th 2021

Leadership Panel Zoom

Friday September 17th 2021

Leadership Panel Zoom

Friday October 15th 2021

Group Leadership Workshop

Friday January 22nd 2022

Expo Event & Graduation



Selection of speakers and guests to date:

David Brophy (RTE Conductor and host of High Hopes Choir)

Colm Foster (UCD & Author of 6 Moments to Step Up")

Sarah O'Connor (CEO, Federation of Irish Sports)

Paddy Cosgrove (Founder, Web Summit)

Kieran McGeeney (Armagh Manager)

Joan Freeman (Founder of Pieta House)

Maurice Pratt (Chairman of Uniphar)

Kenny Jacobs (CMO, Ryanair)

Feargal O'Rourke (Managing Partner, PwC)

Fiona O'Brien (EMEA Sales Director, Lenovo)

Stephen Kavanagh (CEO, Aer Lingus)

Donal Óg Cusack (GPA Chairman & Former All Ireland medal winning Cork Hurler)

Fiona Tierney (CEO Public Appointments Service)

Sean Murphy (Director, Aer Lingus)

Eileen Gleeson (Chartered Director & Entrepreneur)

Aoife Lane (Chair, WGPA)

Paddy Mc Laughlin (Crew member with the RNLI for over 34 years)

Mary McCarthy (Microsoft)

Mattie Rice (Head of Sales for Irish Life Brokerage)

Caroline O'Connell (Head of Fundraising, Age Action)

Mairead McCaul (Business Unit Director, MSD)

Anne Heraty (CEO of Cpl Resources plc)

Dr Shirley Potter (Consultant Plastic, Reconstructive & Aesthetic Surgeon)

Sheila Reilly (Head of Digital with Iconic News)

Keara Dunne (Director Talent and Organisation Effectiveness at Kerry Group)

Fiona Muldoon (CEO, FBD Insurance plc)

The Jim Madden GPA Leadership Programme has encouraged me to explore personal development in a way that I never expected. The course is so hands on and the experiences that it offers and more beneficial than I ever imagined. The challenges and development centres that are provided allow for such experiential learning and the feedback that is provided is so thorough and insightful. The Madden Programme epitomises Einstein's quote- "Learning is experience, everything else is just information".
Kate Lynch,
Clare Camogie



Course Overview (continued)

For the Participant

You will develop both personally and professionally, enabling you to continuously improve your leadership effectiveness

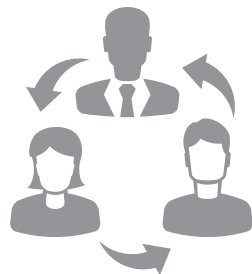
Your ability to lead, manage and motivate other staff/team members will be enhanced

The high-calibre students you will be working & studying with will provide an excellent opportunity to expand your professional and sporting network of contacts and expertise

Your constructive and creative input on day-to-day issues in your organisation will benefit from your thorough understanding of leadership practices & behaviors

Our collaborative approach to learning allows you to share experiences and develop knowledge by interacting with tutors, coaches, peers and business/community/sporting practitioners

You will be able to bring real business problems into group discussion, providing you with the opportunity to obtain solutions with a national or global perspective



For the Employer

The Jim Madden GPA Leadership Programme is an extremely practical course which will be applicable to your employee's working life from Day 1 e.g. each participant will work on a real personal development plan in conjunction with a designated coach – workplace feedback will/should feed into this PDP plan

The skills and knowledge they will acquire are all related to practical business needs e.g. how to lead & help motivate people; how to build and lead and deliver a project, that delivers real benefits; how to deal with conflict etc.

Teaching is delivered by expert practitioners, meaning participants will learn both models and theories, as well as how to deliver results practically in real business scenarios/in the community/in sport etc.

Many employers choose to invest in their staff through partial or full sponsorship of other developmental programmes – this can be costly - the cost of this programme is being funded 100% by the GPA/Madden Family

The programme is constructed in such a way that two thirds of the programme is delivered through self-directed learning rather than formal workshops meaning less time required attending workshops in Dublin

New skills, theories and knowledge learnt in the classroom may help your organisation approach everyday business problems in a new way

Your employee's access to an extended business network can help them & you gain a fresh perspective on global issues facing your organisation

This programme is designed to help grow leaders in the community, sport and business i.e. your business

This was a very eye opening program. It helped me to better understand myself as a person and as a leader. The master classes put you into contact with a wide variety of world class leaders, the development centre was very informative on how I behave naturally in a situation, and the one-to-one coaching gave me tools I needed to flex my communication style.
Ger Cafferkey, Mayo.



"The Jim Madden GPA Leadership Programme has opened my mind to the different styles of leadership both in sport and in everyday life. Dealing with like minded yet opinionated and driven sports people within the course, I have learnt to work with and adapt to different leadership styles that people use. In a very short period of time I have progressed and acknowledged my leadership strengths and weaknesses and hope to put the knowledge I have learnt into practice"
Eoin Cadogan, Cork



Course Overview (continued)

"The WGPA are once again delighted to join the GPA for this fantastic Leadership Programme, now in the seventh year of a partnership which continues to go from strength to strength. The programme has proven to be a significant initiative with our elite female graduates, along with their male counterparts, going on to make a meaningful difference in many of their clubs, counties and communities across Ireland. It has also been invaluable for our own organisation, with two thirds of our current national executive former participants on the programme, who have now gone on to put their learning to use on behalf of their teammates and the wider playing cohort.

I can speak from personal experience in saying the Jim Madden Leadership Programme was truly transformative and the opportunity to work with a personal development coach throughout has been one of the best learning experiences of my life, helping to build my self-awareness and reflect on the areas in my life I'm

passionate about.

On behalf of the WGPA, I would like to extend our thanks to the Madden family and the GPA for their ongoing support through this fantastic programme, which we hope will continue to grow and enrich the lives of our members and their communities."

Maria Kinsella
Chair, WGPA



Paul Flynn, Dublin; Paddy Cosgrave, Websummit,
Kieran McGeeney, Armagh Manager at the Leadership Masterclass



"As well as being a brilliant learning environment, the Jim Madden GPA Leadership Programme offers fantastic exposure and access to great characters and leaders of our generation. It is an invaluable experience for anybody's personal development."

Kevin Conlan, Leitrim



Special Purposes Certificate in Professional Leadership at Maynooth University

Start Date:

January 2022

Finish Date:

September 2022

Award:

Special Purposes Certificate
in Professional Leadership
(10 credits)



An optional accreditation pathway for participants of The Jim Madden GPA Leadership Programme leading to a Special Purpose Award in Professional Leadership awarded by Maynooth University through the Department of Education.



Why should I do this Certificate?

The measure of success of the work of the Gaelic Players Association is that Players have a renewed sense of purpose and enjoyment in life, feel more fulfilled and are in a position to make an increased contribution to his/her life, the game, our communities and our society. This Certificate and the wider Jim Madden GPA Leadership Programme forms part of that work and vision.

The Special Purpose Certificate in Professional Leadership is a stand-alone qualification awarded at Level 9 (10 credits) on the National Framework of Qualifications (NFQ)

The certificate will focus more specifically on the participants' work undertaken on the Jim Madden GPA Leadership Programme helping the participant focus more intently on their own personal leadership journey.

Assessment

By Reflective Assignment/Portfolio (10 credits) based on the personal and professional experiences of the elite sports person.

GPA Jim Madden Leadership Programme participants will have the option of taking the accreditation pathway (or not) and will be responsible for registration as an occasional student at Maynooth university and liable for the fee of €800. Participants may be able to apply for supplemental funding from their parent body.

The Jim Madden GPA Leadership Programme content will be delivered by GPA personnel with the Certification 3 Structure and Support sessions (see below) delivered by Maynooth University personnel. The assignment/assessment and marking criteria will be designed by the Department of Education in collaboration with the GPA.

Special Purposes Certificate in Professional Leadership

(10 credits)

*For further information
please contact:*

Karen Thorpe

Karen@gaelicplayers.com

(01) 681 4251

OR

Paula Kinnarney

*Lecturer in Educational Leadership &
Management, Maynooth University*

Paula.Kinnarney@mu.ie

(01) 708 3731



Supports & commitment

If a course participant wishes to complete the optional Maynooth University accreditation pathway, their additional commitment is as follows:

Session 1

- Outline of the assessment
- Reflective Portfolio task
- Writing Workshop/Seminar
- Writing Centre

Session 2

- Reflective Learning for Community Leadership
- Constructing a Reflective Portfolio as Leader

Session 3

- Writing Workshop/Seminar
- Reflections on leadership initiatives taken

Each session is 90 minutes in duration.

These 3 sessions may take place on Campus at Maynooth University or, depending on numbers, be offered as part of an outreach programme regionally by the University.

These sessions will provide additional support and guidance to the participant as they undertake their assignment.

The assignment will consist of 3 elements:

1. A professional profile (1500 words approx) outlining the candidate's background, prior leadership experience, context, learning goals, educational philosophy and values etc. (particularly important for the assessor as they could begin by seeing the context and values base that the player is operating from and then this will inform their reflections on the 3 key aspects of the course.)
2. Course Critical Reflections - 4 x 1000 word (approx) reflective pieces on the 4 key learning sessions (including master classes)
3. A portfolio submission to include: (a) participants workbooks from the development centre (2,000 word approx), (b) 3 'artefacts' which represent their leadership journey - start, middle, end. They can be comprised of different items e.g. a newspaper article about a recent performance, a leadership text that resonated with them, a story from their local community relating to social justice, environment etc., an audio clip of themselves exploring leadership challenges in their practice, a piece of art, a photograph, a painting etc. (c) An accompanying written overview piece to articulate key learning over the year, challenges, opportunities, etc. (1,000 words approx)

Eligibility

1. GPA/WGPA members that have completed year 1, 2, 3, 4 or 5 (2015/2016/2017/2018/2019) of the Jim Madden GPA Leadership Programme
2. GPA/WGPA members that have commenced year 6 (2020) of the Jim Madden GPA Leadership Programme

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**The Jim Madden GPA
Leadership Programme has helped me
to become more active in my
professional life
but also outside the classroom.
The programme coaches are
a great source of positivity and focus
when dealing with the stresses
of everyday life. With my
coach's help I've been able
to make small changes
that have had a massive impact
on my professional, sporting
and personal life.**

”

Hugh Paddy O'Byrne, Carlow Hurling



The Réalta Programme

Mission:

To provide an educational platform which inspires and empowers children to be the next generation of leaders by achieving their personal best in life.

Realta Programme

Inspired by the positive experiences of Gaelic football and hurling athletes, male and female, in becoming team players and leaders in their own communities, the Réalta Programme for primary schools is part of the GPA Be Your Personal Best initiative which is supported by the Jim Madden GPA Leadership Programme.

Designed by the players, and focusing on the SHPE primary school curriculum, Réalta is a 'leadership and self esteem' building programme for primary school pupils. The Programme focuses on developing their physical, mental and emotional health and well-being. Réalta also provides real links to the Community giving each child a sense of place and the desire to contribute to that Community.

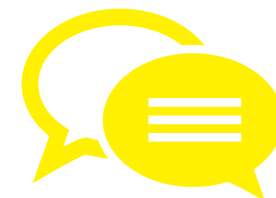
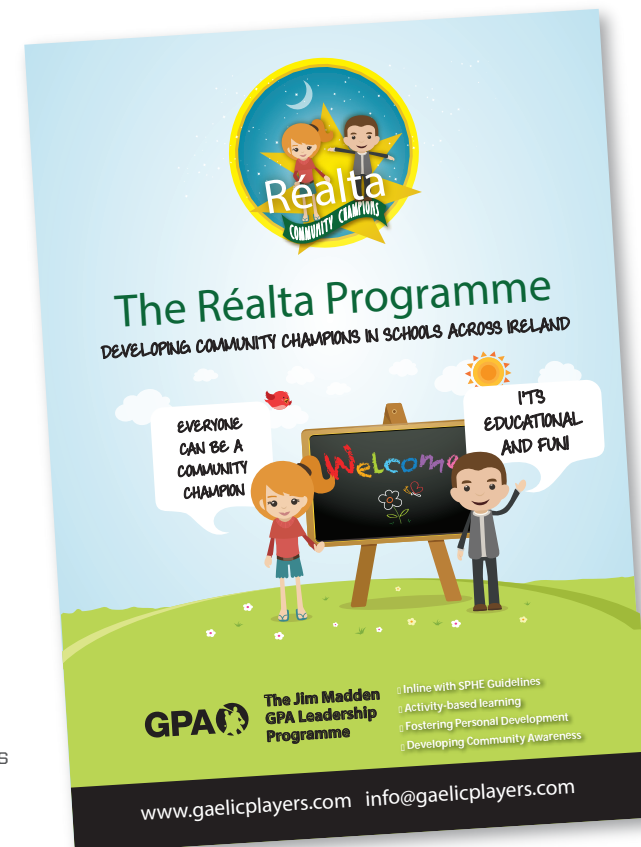
Detailed SPHE lesson plan resources are provided for teachers to help pupils develop the skills they need to become confident leaders in their communities, understand the value of teamwork, build the self esteem of every child, and help them to develop the skills and confidence to set and reach personal goals.

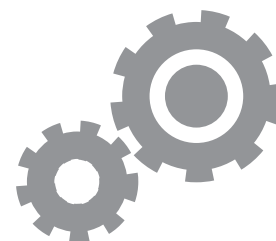
As an additional benefit, the GPA and WGPA members taking part in the Programme will make themselves available to visit their local school in conjunction with the Réalta lesson plans – providing 'real live' role models for the teachers and pupils.

Realta - Origins

In 2015 the GPA launched the Jim Madden GPA Leadership Programme. This 12 month long leadership development pathway was made available to 25 GPA and WGPA members. Since the programme started in 2015, there has been over 100 participants. The programme focuses on three main tenets; Sports, Career & Community

Each participant spends the year examining their own personal leadership strengths and areas for development, through a series of workshops, assessments and coaching. The community element, where the participants must devise a project to involve primary school children in their local community and explore the concepts of volunteerism within that community, has proven to be the most popular aspect of the Programme. GPA and WGPA players are individuals who are already deeply imbedded in their own local communities, they embody volunteerism, and their enthusiasm for this is something that both excites and inspires the children.





Realta – What it is

The SPHE Curriculum is designed to enable the students to develop skills for self-fulfilment and living in communities, to promote self-esteem and self-confidence. It also encourages the students to develop a framework for responsible decision-making. SPHE also provides opportunities for reflection and discussion and to promote physical, mental and emotional health and well-being.

The Réalta Programme perfectly fits within these objectives.

Realta consists of 8 SPHE lesson plans:

- | | |
|----------------|------------------|
| 1. Be Yourself | 2. Be Expressive |
| 3. Be Healthy | 4. Be Decisive |
| 5. Be Honest | 6. Be Determined |
| 7. Be a Team | 8. Be a Leader. |

Each lesson is linked to the next in a way that builds the pupils awareness and learning. Each lesson, while based in the SPHE ethos, will also have links to other subjects in the curriculum eg. English, hand writing or PE. Each lesson is devised with the SPHE curriculum in mind and in consultation with St Patrick's College, Dublin.

Realta – How it works

Each GPA/WGPA participant (leader) nominates a primary school to visit (this is usually but not always their own primary school). Following initial discussion with the principal and 6th class teacher, the Leader forwards the 8 lesson plans to the teacher. A date is decided for the GPA leader to visit the classroom.

The teacher prepares the lessons and introduces the GPA leader to the class – the GPA leader is present to be role model for the class that is being taught. The GPA Leader can add their experience and anecdotes to help bring the lesson to life for the children.

GPA leaders visit the school on at least two occasions to help reinforce the lessons in the classroom.

Teachers are free to progress with the other 6 lessons as they see fit throughout the school year.

Realta – Measuring success

A comprehensive evaluation process takes place at the end of each lesson. These are collated centrally by the GPA leaders and a final report is prepared at the end of the year by the GPA project group.

"I would highly recommend The Jim Madden GPA Leadership Programme. Professionally and personally the leadership skills I have developed through the workshops, project and online material has been a huge benefit for me. Naturally playing intercounty football I felt my leadership skills were strong, however, since undertaking the programme I'm more aware of my strengths and weaknesses. I now have a deeper understanding of what great leadership really is".

Tom Parsons, Mayo Football

"The Jim Madden GPA Leadership Programme has and continues to be a very worthwhile experience.

It has given me the opportunity to not only work on my strengths and developmental areas,

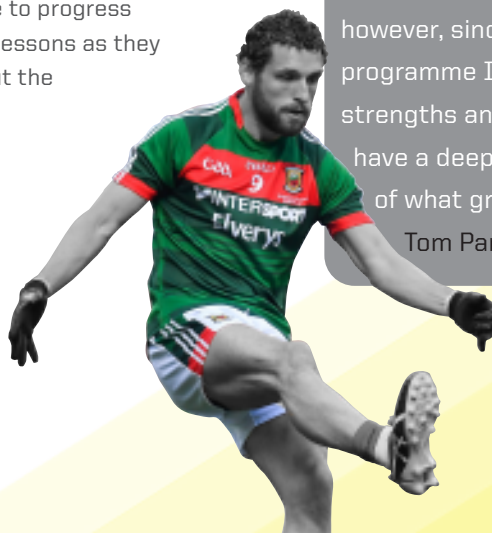
but has also exposed me to people who are fantastic leaders in their own fields across the business world.

Through gaining advice from these people and through learning from each other within the programme

I am beginning to see the positive

benefit of honing these very skills can have on the wider community."

Cait Devane,
Tipperary





Individually tailored 'elite athlete friendly' programmes



IITD, as the professional body for learning and development in Ireland, is delighted to endorse The Jim Madden GPA Leadership Programme. The strength of the collaborative approach to building the programme demonstrates excellence, best practice and innovation in the development of leadership competencies. The inclusion of an innovative delivery methodology, including peer learning, knowledge sharing, coaching and

mentoring, will successfully support talented individuals to reach their leadership potential.

We are confident that successful participation on this programme will enable those individuals to lead others with greater confidence, initiative and commitment in order to achieve greater impact for elite athletes at community level.

For further information

please contact

Karen Thorpe at

Karen@gaelicplayers.com

or 01 681 4251

The GPA is dedicated to county players throughout their lives and guided by the principles of excellence, commitment, compassion and transparency.

