

**OMS**



Organizational Maturity Services LLP

## Human Governance Research, Ratings, and Advisory



## The Barclays Premier League An Organizational Maturity Index (OMI)

*“Effective **Human Governance** begins with an open acknowledgement that the organisation is committed to the never-ending pursuit of societal value through realising the full potential value of its entire human capital.” OMS LLP, 2015*

## **Aims**

The Premier League has been hugely successful, particularly in financial terms. But how sustainable is this? Can this success be maintained and improved?

There is a wide divergence in the management quality of football clubs. For example, some clubs are able to yield significant value, often with modest resources, while others see material risk and significant value loss arising on the back of much greater levels of investment. Such different outcomes can be explained through comparative levels of Organizational Maturity and Human Governance capability.

We see a significant opportunity to help improve the management capability of Premier League clubs through effective Human Governance, which in turn, can drive the following value outcomes:

- Create higher quality football teams with best possible use of resources
- Build and develop more satisfied, committed, and engaged fan bases
- Strengthen and support local communities that the clubs touch
- Promote and support participation in the game; make it better for future generations

## **Our objectives**

1. To rate the Human Governance capability of each Premier League football club to create an [OMI](#) league table ranking for the BPL.
2. To identify comparative organizational management capability to create sustained value and manage risk from all human capital of each football club
3. To analyze key value opportunities and principal risks inherent within BPL clubs
4. To provide help to both the Premier League and individual clubs (as requested) and identify solutions that facilitate value creation and risk mitigation

## **Value**

Football clubs have significant unrealized potential to create sustained value from more effective human governance, which can:






- Improve on-field performance and league position
- Increase revenue generation from sponsorship, merchandise, and supporters
- Enhance societal value through local and wider stakeholder communities
- Create operational efficiency to reduce unnecessary cost and waste
- Reduce operational risks associated with clubs' human capital

The Premier League can raise its overall human governance capability to help:

- Raise playing standards and improve the competitiveness of member clubs
- Improve its external reputation as a world leading football league
- Tackle current human governance challenges such as minority issues, player behaviour & conduct, and cheating & corruption
- Enhance its economic and social value to the UK

## Approach

1. Invite the participation of the BPL and member clubs. Advise key stakeholders (e.g. sponsors) of our initiative.
2. Use available information, including any supplied by participating clubs, to conduct ratings analysis and produce a BPL OMI ranking 'league'.
3. Produce summary report on key findings, identifying opportunities for value creation and key areas of risk - both nature and quantum.
4. Disseminate report and OMI league table to stakeholders.

Illustration only based on 2013-14 season figures				Value Indicators				
LEAGUE POS	OMI POS	CLUB	LEAGUE PTS	£m PER PT	IND 2	IND 3	IND 4	OMR
10	1	Southampton 	56	1.12	*	*	*	BBB+
6	3	Liverpool 	84	1.71	*	*	*	BBB-
5	5	Crystal Palace 	45	1.02	*	*	*	BB+
2	18	Manchester United 	64	3.35	*	*	*	B
11	19	Chelsea 	82	2.34	*	*	*	CCC+

## About OMS LLP

Management quality and capability has been missing from conventional company research, valuation and investment decision making. Company failures and material value loss occur on a regular basis yet approaches to identify root causes use ineffective and weak diagnostics. Traditional research may identify certain corporate exemplars but not why they are able to generate long-term differentiation and sustained value. OMS fills that gap.

We research, rate and advise on effective [Human Governance](#); a brand new discipline that finally makes whole, the way we examine, value and engage with companies to generate true, lasting value for all stakeholders.

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