

8th Novembers, 2022.

Open Letter To Dr. K.D Asante – Ghana Hockey Association President (2022-2026)

Dear Dr. K.D Asante,


It is with immense excitement to greet you and also applaud your impeccable effort that is being made visible at the ongoing construction and carpet laying of KNUST field hockey pitch. This achievement is unprecedented and will definitely be mentioned when the history of hockey is being reminisced. This is an accomplishment that we at Ball & Stick will flashback anytime there is an opportunity to celebrate hockey in Ghana milestones.

Sir, I must say that, many in the hockey establishment aside being ecstatic for your remarkable infrastructure focus drive, are also looking for a more direct effect mechanism that produces comprehensive and sustained results.

Last week 1st November, we drew your attention on the elements that builds the character of greatness of an organization early on i.e getting the right people in the right seat and getting the wrong people off the bus. This episode, looks closely to a more direct effect mechanism called **Branding**, thus, the first job of the right people in the right seat is to put the bus in an attractive and irresistible appearance to fascinate participation, following and sponsoring interests. Branding is that tallest tower that catches the eye irrespective of your distance away from it. Branding is the beautification made outside a house that attracts all, including the uninvited.

“Neither do men light a candle and put it under a bushel, but on a candlestick and it giveth light unto all that are in the house” (Matthew 5:15 KJV). Your achievement is the candle and GHA in its current state is the bushel. If you put your achievement under the current GHA, no one outside the stadium walls will know it and your memories will evaporate in the immediate future. Branding is that tool that magically transforms the bushel into candlestick so your achievement (candle) can have a transformed GHA (candlestick) to shine for all to see.

The vast majority of members within the hockey community, in the strongest of terms, are hoping that, all efforts by GHA leadership i.e. your administration, will be channeled in **getting the basics right** as you seek a middle path that might satisfy the establishment (GHA) while validating the hockey community’s base for an optimal outcome. This is all what members need to know that it is possible under your leadership.

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The first most important branding element I will plead you devote energy on is **unity**. Kindly do everything possible to prevent a potentially disastrous divide within the hockey family. The kind of division bothering around tribe and political affiliation that exist inside the walls of the hockey stadium is very dangerous. There are two (2) major distinct camps, where presidents of GHA definitely must come from. I will not attempt to go further because it is not a hidden truth and you are aware of it so I will leave it here.

Sir, in a corporate environment, no leader will like to lead a divided people or team because as one binds, the other looses; as one builds, the other destroys. Members without 'power' wish failure for those in power just so to prove a point. If you do not correct this, hockey will move one step forward and two steps backwards. If the clouds is full of rains, it empties itself upon the earth; same, when the two camps are full of tensions and cannot hold it any longer, they will empty their vehemence and GHA will be the loser. Use your influence as the leader to build bridges of friendship for togetherness.

Secondly, in 2020, my Restarting Right open letter series touched on the need for a **Website and Social Media Presence** but this is yet to see the light. An attempt was made by an individual during the ACCC and ACN November 2021 and January 2022 respectively but information was not forth reaching him so he abandoned that expedition.

It is my hope that you will lead the charge and intimately get involved to seek for a professional website designing firm to design and mange content of GHA. We are in a global village and to be relevant, people will want you to be easily accessible if not by physical contact, by virtual means over the internet. Offer hockey people, as well as prospects, the opportunity to know what is going on in GHA and its affiliates. Allow exciting content to attract people to the sport and into the hockey stadium.

Many people confuse hockey with golf because information regarding the game is scarce. Hockey in Ghana is facing significant blowback from other lesser known sports because they are making moves, necessary to seize the attention of the Ghanaian populace and should they succeed, we will have severe consequences and sabotaged careers of which will require the doubling up of our sacrifices in order to stay relevant and win back the love for hockey. A very strenuous but completely avoidable task.

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GHA must make use of the internet to become visible, especially to the youth who spends adequate time on the internet for various reasons. To cut through the many social media noises and at least win some, interactive post i.e photos and videos should contain exciting content to get hockey people and prospects interested, talking and sharing.

Ball & Stick as an organization is in no position to do anything to bring about the needed transformation beyond the mandate of GHA as spelt out by the constitution. We can only draw the attention of those the constitution empowers (you) to take actions and nothing more. We are doing our best under the circumstances within our means, but policies that brings change lies in the bosom of GHA with you as the Commanding Officer.

We do not want to be seen as the most strident members of the community but we want to be seen as well-wishers and the shoulders that can be leaned on. There is no way you can deny our love for the sport and we are not ready to turn a blind eye to even the most egregious actions against us because we are pointing out truths and truths hurts though it is the only factor for growth. No matter how the sun shines, the wind blows over hockey, we will be here to help patch up the ripped.


For this episode, two things I have drawn you attention on and I will continue this branding bit next week. Till you hear from me again next week, enjoy the goodness of God.

Best regards

Kojo Lumour Ameye / Ball and Stick

Ball & Stick

Action Imagined!!

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