



Friendship through Sport

Adapting the CISM Strategic Plan

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BoD Member
President CISM Planning Commission



Sequence of Activities

	2014				2015				2016				2017				2018							
	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV				
	Strategic Plan																							
	First Year																Last Year							
Gen Assembly						X					X												X	
* agree/update plan		X																					X	
BoD							X			X														
* adjust plan														X		X								
* agree plan																							X	
President																								
* present plan																								X
VicePresidents			X								X													
* translate plan																								X
* report achievm.						X		X		X					X							X		
SecGen																								
* report achievm.						X		X		X					X							X		
HQ																								



Challenge

Strategic Goals meet Vision & Reality

Effective staffwork in updating

-  **Strategic Plan** (when required)
-  **Business Plans** (yearly)

orchestrating needs / positions of

-  member nations
-  BoD
-  CISM President & Vice Presidents
-  CISM HQ with SecGen



Sequence of Activities

	2014				2015				2016				2017				2018			
	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV	I	II	III	IV
Gen Assembly		X				X				X				X				X		
* agree draft x+1		X				X				X				X				X		
* agree update x		X				X				X				X				X		
* agree result x-1		X				X				X				X				X		
BoD																				
* agree draft x+1	X				X				X				X				X			
* agree update x	X				X				X				X				X			
* agree result x-1	X				X				X				X				X			
President																				
VicePres																				
SecGen																				
HQ/TresGen																				

Business Plan



CISM Strategic Plan

	Objectives	GA	BoD	Pres	SecGen	HQ	VP
1	robust, integrated sports program						
1.1	increase number of nations & athletes						
1.2	enhance quality of competitions						
1.3	be recognized world leader of military sports						
2	active delivery solidarity, tech. assist. program						
2.1	identify needs & offers for solidarity & tech. Assistance						
2.2	plan/execute solidarity & tech. assist. Programs						
2.3	validate short/long term outcomes						
3	strong relationships with nations/stakeholders						
3.1	identify/communicate CISM values to nations/stakeholders						
3.2	engage nations/stakeholders to foster better relationships						
3.3	create/maintain relationships with nations/stakeholders						
4	strong, professional CISM governance structure						
4.1	identify areas of improvements						
4.2	establish prudent stewardship of CISM resources						



EUR Strategic Plan

Objectives

1 robust, integrated sports program

1.1 increase number of nations & athletes

Adjust number

1.2 enhance quality of competitions

Military core sports

1.3 be recognized world leader of military sports

Disabled soldiers

2 active delivery solidarity, tech. assist. program

2.1 identify needs & offers for solidarity & tech. Assistance

2.2 plan/execute solidarity & tech. assist. Programs

inside EUR

2.3 validate short/long term outcomes

3 strong relationships to nations/stakeholders

...EUR...

3.1 identify/communicate CISM values to nations/stakeholders

Promotion & marketing EUR

3.2 engage nations/stakeholders to foster better relationships

EUR homepage / social media

3.3 create/maintain relationships with nations/stakeholders

4 strong, professional CISM governance structure

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4.1 identify areas of improvements

4.2 establish prudent stewardship of CISM resources



CISM Strategic Plan

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1	robust, integrated sports program						
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2	active delivery of solidarity, tech. assist. program						
2.1	identify needs & offers for solidarity & tech. Assistance						
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4	strong, professional CISM governance structure						
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Methodology



check sequence of activities



check objectives



assign tasks



develop/implement reporting system



install agreement of achievements



Some Thoughts

Strategic Goals

- **sports program:** core military (?) vs big/top athletes sports
- **global perspective:** all nations vs maximum of active nations
- **continental specialities:** strengths - obligations (skiing...)
- **stakeholders (MoD, sponsors):** top down (Pres..) vs bottom up (HoM) advertising
- **solidarity / tech. assist.:** within / between continents



Reporting System

who to	whom	content	cycle
Strategic Plan			
President	GA	achievements	
Vice Pres	Pres		
SecGen	BoD		
CISM HQ	SecGen		
TreasGen	BoD		
Business Plan			
SecGen	TreasGen		
TreasGeb	BoD - GA	result year x-1	
		update year x	
		draft year x+1	