



Friendship through Sport

Adapting & Implementing the CISM Strategic Plan

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BoD Member
President CISM Planning Commission**



Challenge

**Strategic Goals meet Vision & Reality
effective staffwork in updating & implementing**



Strategic Plan (when required - 2018)



Business Plans (yearly)

orchestrating interests & resources/capabilities of



member nations



BoD



CISM President & Vice Presidents



CISM HQ with SecGen



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						



Required adaptations of 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 of solidarity, tech. assist. program						
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4	strong, professional CISM governance structure						
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4.2	establish prudent stewardship if CISM resources						



Adaption of Strategic Goals

1. sports program

core(?) military and big/top athletes sports
attractive-para/women-manageable (civ)

2. global perspective

all nations vs maximum of active nations

3. stakeholders

target groups - message: strat. comms / marketing
MoD - Int Sports Federations - sponsors
top down (Pres/amb) and bottom up (HoM)

4. solidarity-tech. assistance

within / between continents, needs & offers

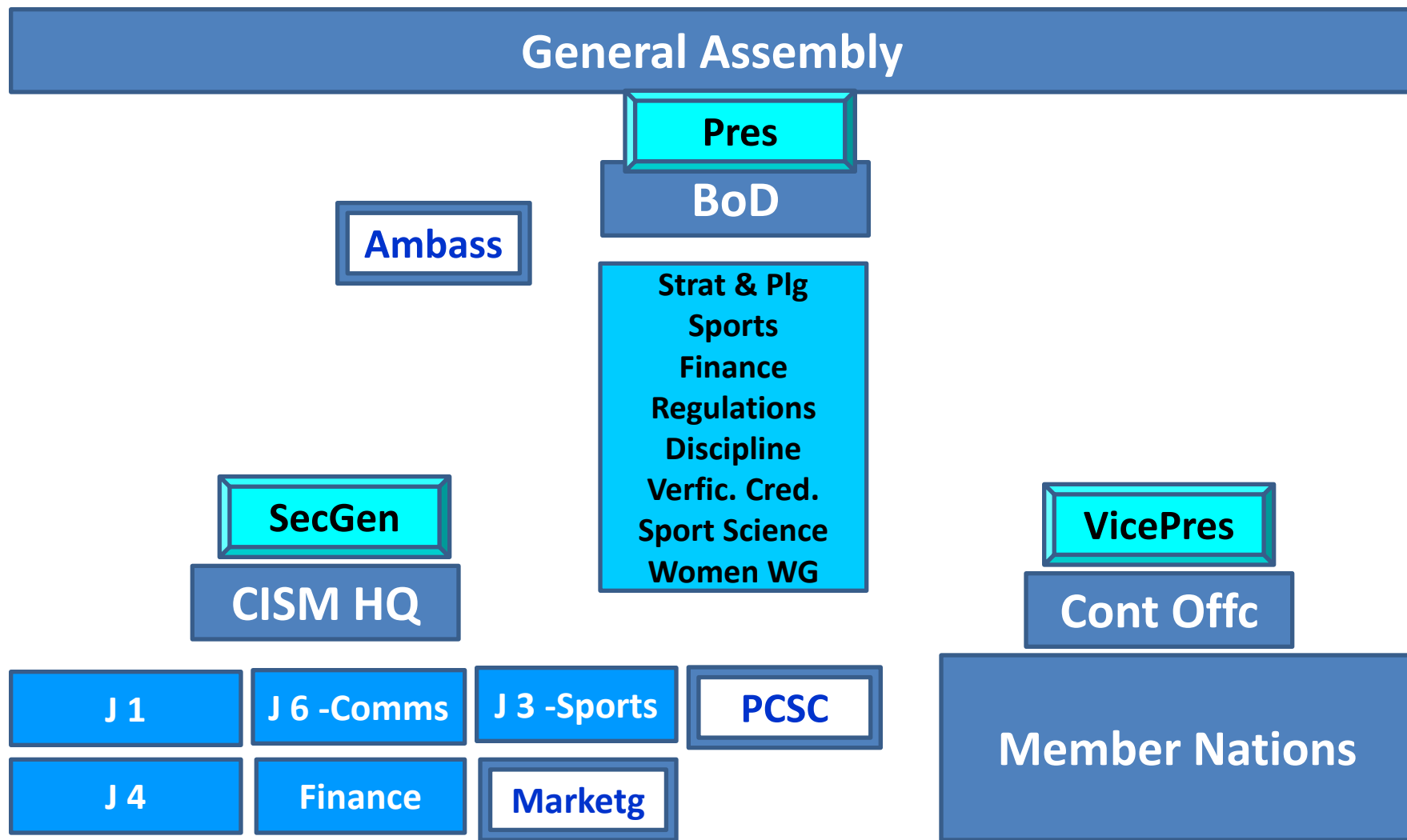
adapt Business & Budget Plan

implement all

CISM Leadership / HQ / VP / nations!

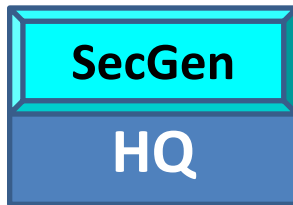
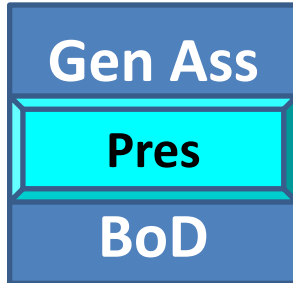


CISM – how it works





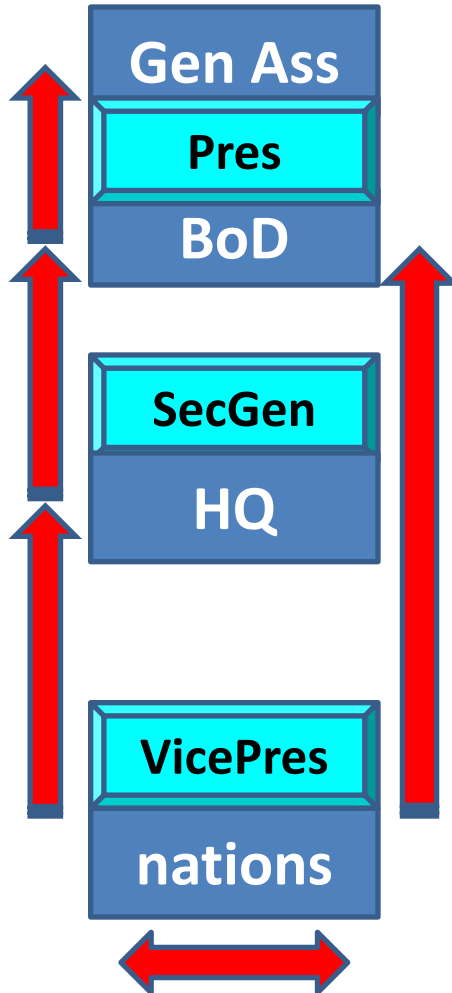
CISM Strategic Tasks



- agree policy - ensure resources/competitions
- represent **CISM** (Int Org - Sport Fed - Coy's - MoD) **Ambass**
- ensure strong **CISM** (active members - sport events)
- develop/asses/adapt policy
- ensure
 - coord of CISM's global activities
Comms - Int Sport Fed - - science
 - major sport events (MWG - Cadet)
 - financing (HQ - sports - Sold/TA - marketg) **Marketg**
 - transcont. tech. assist./solidarity & Peace Proj
- provide
 - (active) member states
 - sport events (WMC - RegC)
 - resources (fees/budgets - manning - science)
 - organisation (GA - Cont Conf – BoD – clinics - TrgCamps)
 - tech. assist/solidarity (continental - global)
 - link to regional/civ sport Org



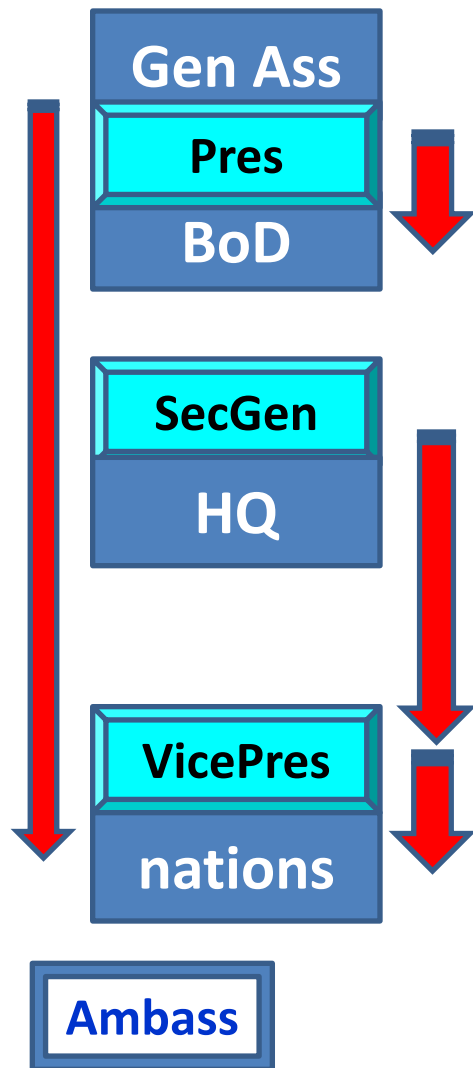
Evaluation / Reporting



- Results - Adaption Policy/Org/Ressources - Leaders
- CISM: situation – challenges – way ahead
- assess develop/adapt policy
- situation – challenges – way ahead
 - coord of CISM´ s global activities
Comms – Int Sport Fed – Peace Proj)
 - major sport events (MWG – Cadet)
 - financing (HQ – sports – Sold/TA)
 - transcont. tech. assistance & solidarity
- sport events (WC - RegC)
- (active) member states
- ressources (finances - manning - science)
- organisation (GA - Cont Conf - BoD)
- techn. assistance (continental, global)
- peace projects (idea - contribution)



Evaluation / Reporting



- National authorities: Policy / Ressources
- Results
- assess develop/adapt policy
- results / requirements
 - CISM's global activities
Comms – Int Sport Fed – Peace Proj)
 - major sport events (MWG – Cadet)
 - financing (HQ – sports – Sold/TA)
 - transcont. tech. assistance & solidarity
- benefits / results / requirements
 - sport events (mil – top athlete - science)
 - ressources (finances - manning - trsp)
 - CISM's global activities
Int Sport Fed – Peace Proj - tech. assist/solidarity - science



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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

- - - -

4.1 identify areas of improvements

4.2 establish prudent stewardship of CISM resources



Methodology



check / adjust objectives



check sequence of activities



assign tasks



develop/implement reporting system



install agreement of achievements



supervise achievements



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 result x-1		X				X				X				X				X		
* agree update x		X				X				X				X				X		
* agree draft x+1		X				X				X				X				X		
BoD																				
* agree result x-1	X				X				X				X				X			
* agree update x	X				X				X				X				X			
* agree draft x+1	X				X				X				X				X			
President																				
VicePres																				
SecGen																				
HQ/TresGen																				

Budget Plan