

# Strategic Directions 2012 - 2018



# 2010 General Assembly

- In the past, IOF's goals and ambitions have been formulated in the Strategic Directions
  - Present period elapses in 2012
  - Are a proven and target-oriented tool for the IOF
- It is time to revise the Strategic Directions  
⇒ to be ready for the 2012 General Assembly

# Roadmap

- 2010
  - General Assembly 2010: process launch
  - Analysis phase and first draft
- 2011
  - Review process
  - Preliminary version for the presidents' conference
  - Consolidation
- 2012
  - Strategic Directions ⇒ final version
  - Presentation at the General Assembly

# Central Dimensions

- **Vision** ⇒ the ultimate goal in a nutshell
- **Outside view** ⇒ external organisations' view important
- **Success factors** ⇒ important aspects upon which the IOF can capitalise
- **New positions** ⇒ chances and opportunities

# Strategic Directions Intermediate Report Spring 2011

- Analysis 2006 - 2012
- Proposals for
  - Key Goals
  - Strategic Initiatives

# Strategic Directions

## Results of the Review

- Only 5 federations participated in the review
- Critical feedback on the analysis
- Cautious support for the outlined Strategic Directions 2012 - 2018
  - Demand for more details
  - Challenge of the mutual importance of elements

# **Strategic Directions**

## **Conclusion from the Review**

- Should separate the analysis 2006-2012 from the development of new Strategic Directions
- Inclusion in the Olympic Games and the Paralympic Games shall be phrased as vision
- Definition of Key Goals and Strategic Initiatives as means to move orienteering closer to the Games

# Strategic Directions Council's Proposal

- Vision
  - Orienteering is included in the Olympic Games and the Paralympic Games
- Important factors for a sport that desires to be included in the Olympic Games are
  - The sport must be truly global
  - The sport must have an attraction value
  - The sport must bring added value to the Games

# Strategic Directions Council's Proposal

- Key goals
  - Orienteering shall be a truly global sport
  - Orienteering shall be attractive and visible
  - Orienteering shall have **reached the standards to be considered as a priority sport** for Olympic Games and Paralympic Games

# Strategic Directions Council's Proposal

- Strategic Initiatives
  - Focus on key numbers
  - Promotion of youth orienteering
  - Strengthen the IOF position on the world sporting stage
  - Increase visibility of orienteering
  - Strong management and funding

Truly Global	Attractive and visible	Priority sport
✓	✓	✓
✓	✓	✓
✓	✓	
	✓	✓
	✓	✓

# Questions

- Is the Vision appropriate?
- Are the Key Goals realistic and relevant?
- Are the Strategic Initiatives appropriate to achieve the Key Goals?

# CONCLUSIONS

- An eventual inclusion in the Games is the consequence of several factors that need to be in place
- To move orienteering closer to the Games requires
  - Formal criteria
  - PR work
  - Quality product
  - Listen to the IOC, IPC



- **The outside view on our ambitions is key**

# Next Steps

- More detailed feedback from federations required
- Another review round in autumn 2011 based on fully developed paper
- Final version to General Assembly 2012 for approval