

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