

OPERATIONAL PRIORITIES (Strategic/Operational Planning) - Focusing on what makes a difference.

1

Strategic Planning

- Engage all stakeholders in the strategic planning process. Use an outside facilitator if helpful in securing the right discussion environment. Use “survey monkey”, social media and face to face opportunities for input.
- Keep the strategic plan clear and concise – focus on key initiatives that reflect association programme areas, and develop a vision with clarity.
- Focus on what will make a difference to association prosperity - develop measureable outcomes that are realistic but challenging. Divide the plan into “sport business” and “sport performance” sections.
- Integrate and align the strategic plan objectives vertically and horizontally within the association.
- Presentation of the Plan at the AGM – present the plan in a professional and clear manner to encourage the importance of the plan to the association.
- Consider an annual Board planning meeting – SWOT analysis of the Strategic Plan. Strategic Plan discussion should be embedded into each Board meeting. Boards need to ensure that there is a mid-quadrennial review of the plan.
- Create MOU’s with member associations – link into strategic plan framework and operational plan deliverables.
- Consider utilising technology to provide a graphic representation of the links between the strategic and operational plans (for clarity of understanding).

2

Operational Planning

- An annual, detailed planning and assessment document
- Includes measureable outcomes that categorizes deliverables and responsibility.
- Align plan with funding blocks
- Develop a staff plan (roles/responsibilities) linked to the operational plan (determine lead responsibilities).
- Extend MOU’s with member associations as pertinent.

Implementation

- Focus resources on the most important things in the Strategic Plan (that will advance association objectives).
- Include staff planning days to provide for effective review of operational plans/assessment.
- Priorities for implementation:
 - Athletes and Coaches:
 - Medals
 - Board and ED/CEO:
 - Creation/Management of the Strategic Plan
 - Execution of the Operational Plan
 - Assessment of measureable outcomes
 - Protocols to adjust planning objectives as needed (build in plan evolution stages)
 - ED/CEO:
 - Define staff roles and responsibilities
 - NSO/PSO:
 - Focus on LTAD execution – clear direction and priorities
 - NSO:
 - Helps PSO deliver on LTAD objectives.