

Running Your Club

Planning: Planning guide



Before you start your business planning exercise, these questions should be answered to make sure everyone has a united goal for your club or association with developing the plan.

1. Briefly describe what goes into a strategic plan

2. Why is a strategic business plan important for your club or association?

3. Identify the advantages of developing goals, objectives and strategies for your club or association

4. Sketch an outline for your strategic business plan

5. What sort of information do you think is relevant for your strategic business plan?



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Determining your club or association's mission and vision

Once you have a clearly understood and committed mission statement, then all actions and decisions of the club or association can be measured against that mission statement.

“An club or association's mission statement is one that truly reflects the deep shared vision and values of everyone within the club or association and creates a great unity and tremendous commitment. It creates in people's hearts and minds a frame of reference they have bought into the changeless core of what the business is about.” (S. Covey, The seven habits of highly effective people, page 143)

Our mission and our vision

Where are we now?

Where do you think your club or association is now?

How would you describe in a few sentences what your business is to someone who knows nothing of it?

Our mission encapsulates

- the overall objective of our club or association
- our unanimity of purpose
- attitudes and outlook
- reason our club or association exists
- our philosophy and purpose.

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Understanding the uniqueness of our club or association

It is important we have some understanding of the things, which help to set our club or association apart from other sporting or recreation club or associations. Some of these things may be positive and others may be negative (which we will want to plan to change).

These factors will help formulate our mission and vision.

Make some notes on the following:

The **culture** of your club or association

The **club or associational norms**

What the club or association **stands for**

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Our vision

The vision is our determination of **“where we want to be”**. The vision is a statement of our future. It sets the objectives to motivate our focused efforts.

List some of the general things you would like your club or association to achieve in the future.

From determining our mission and our vision we can then move on to forming a mission statement. Many club or associations have a central mission statement, then each key performance area may write their own individual mission statement in keeping with the central mission statement.



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Understanding the environment

Before writing your plan, you need to understand the environment in which the club or association operates.

One technique for doing this is called SWOT analysis. It is a review of the strengths, weaknesses, opportunities and threats to your club or association.

To complete a SWOT analysis use the worksheet below, identifying all the:

- strengths that the club or association possesses in its internal environment
- weaknesses in the internal environment
- opportunities in the external environment that are facing the club or association
- threats in the external environment that are facing the club or association.

	Strengths	Weaknesses
Internal Environment		
	Opportunities	Threats
External Environment		

