Not a kudu!

**VISION**
- Initial situation has changed, but still valid
- Sport is a good tool
- Approved in Statutes
- If is not broken, don’t fix it
- Sport is our core business
- BUT: better visibility and better communication
CONCLUSION

add "WILL" contribute

STRENGTHS

- Status
- Contribution to peace
- Int forum for Mil athletes
- Int communication possibilities
- Sound Organisation basis
WEAKNESSES
- Organisation
- Communication
- Continental imbalance
- No strategic planning
- Financial support

WEAKNESSES
- behavior of delegates
- in the area of competitions
  - membership
- has never been promoted to Int Org
- lack of discipline
- Position in Int Sport arena
OPPORTUNITIES
- Relations with IOC, UN
- Future competitions
  - media
  - Int partnership
- financial Support
  - marketing

OPPORTUNITIES
- strategic direction
- Position in Int Sport arena
THREATS
- Pol environment (unstable)
  - Financial Status
- decreased support by Military principals
  - managerial difficulties
- operational responsibilities

MAIN STRATEGIC ISSUES
1. To manage interest of Org
2. To determine areas in sport needed to be promoted and to develop an action plan
3. To diversify financial resources...
4. Marketing of CISM
5. Contribution to peace
6. To position itself in the world of sport
MAIN STRATEGIC ISSUES
7. To address the development of sports
8. To manage solidarity

9. *CISM to be recognized as an International Organisation*

How to manage Interest of CISM
1. Planning and Ctrl
   - to reduce response time
   - provide accurate information
2. Communication plan  
(2-ways flow) (internal, external)  
- To improve communications  
- To improve contacts  
with chief of delegations  
- To study flow of communications  
and satisfaction

3. Feel responsible and concerned  
- To Increase Quantity & quality Info  
Chief of Del  
- To be more strict with regulations
MARKETING

- To ATTRACT spectators
  - To increase synergy with Civ
  * Mix Civ-Mil events
  * Mix Civ Mil Competitions
  * for all competitions
2. Exclusive product
   - Friendship through sport
   - Better Info
   - Make yourself known

3. To penetrate in special areas and regions
   - To identify sensitive areas
   - and related sports
4. To develop Plan and policy
- Tools (to develop and improve) web site, ...

5. National support top level politicians and Mil authorities
- Top level at major CISM events (MWC, GA, BOD)
- to endorse Mil sports programs
New Strategic Issue: Study: CISM to be recognised as an International Organisation

CISM is now an International Association, only recognised by the nation where CISM has its seat i.e. Belgium

This is in contrast with the International status CISM has developed as a worldwide operating organisation. If feasible this situation should be improved.
Key Performance Areas

- To improve visibility and influence
- To increase accessibility
- To be accepted as an international forum between other organisations
- To comply with a set of international criteria, conditions and standards
- To obtain financial benefits (fiscal -, tax -)

Possible disadvantages

- Loss of autonomy
- CISM could be taken over by our political masters