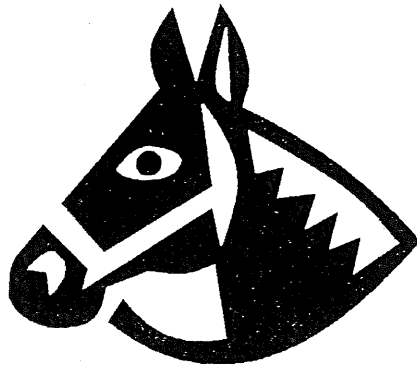


Not a kudu !



**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

2

**CONCLUSION**

add "WILL" contribute

3

**STRENGTHS**

- Status
- Contribution to peace
- Int forum for Mil athletes
- Int communication possibilities
- Sound Organisation basis

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**WEAKNESSES**

- Organisation
- Communication
- Continental imbalance
- No strategic planning
- Financial support

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**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

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**OPPORTUNITIES**

- Relations with IOC, UN
- Future competitions
  - media
  - Int partnership
- financial Support
  - marketing

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**OPPORTUNITIES**

- strategic direction
- Position in Int Sport arena

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**THREATS**

- Pol environment (unstable)
  - Financial Status
- decreased support by Military principals
  - managerial difficulties
  - operational responsibilities

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**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

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MAIN STRATEGIC ISSUES

7. To adress 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 Ctl

- to reduce response time

- provide accurate information

/2

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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

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

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## MARKETING

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- To ATTRACT spectators
  - To increase synergy with Civ
  - \* Mix Civ-Mil events
  - \* Mix Civ Mil Competitions
  - \* for all competitions

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2. Exclusive product

- Friendship through sport
- Better Info
- Make yourself known

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3. To penetrate in special areas and regions

- To identify sensitive areas
- and related sports

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- 4. To develop Plan and policy
- Tools (to develop and improve) web site , ...

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- 5. National support top level politicians and Mil authorities
- Top level at major CISM events (MWC, GA, BOD)
- to endorse Mil sports programs

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New Strategic Issue: Study:  
CISM to be recognised as an  
International Organisation

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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.

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## Key Performance Areas

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

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## Possible disadvantages

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

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