



FIH STRATEGIC PLAN 2010 TO 2016

March 2011



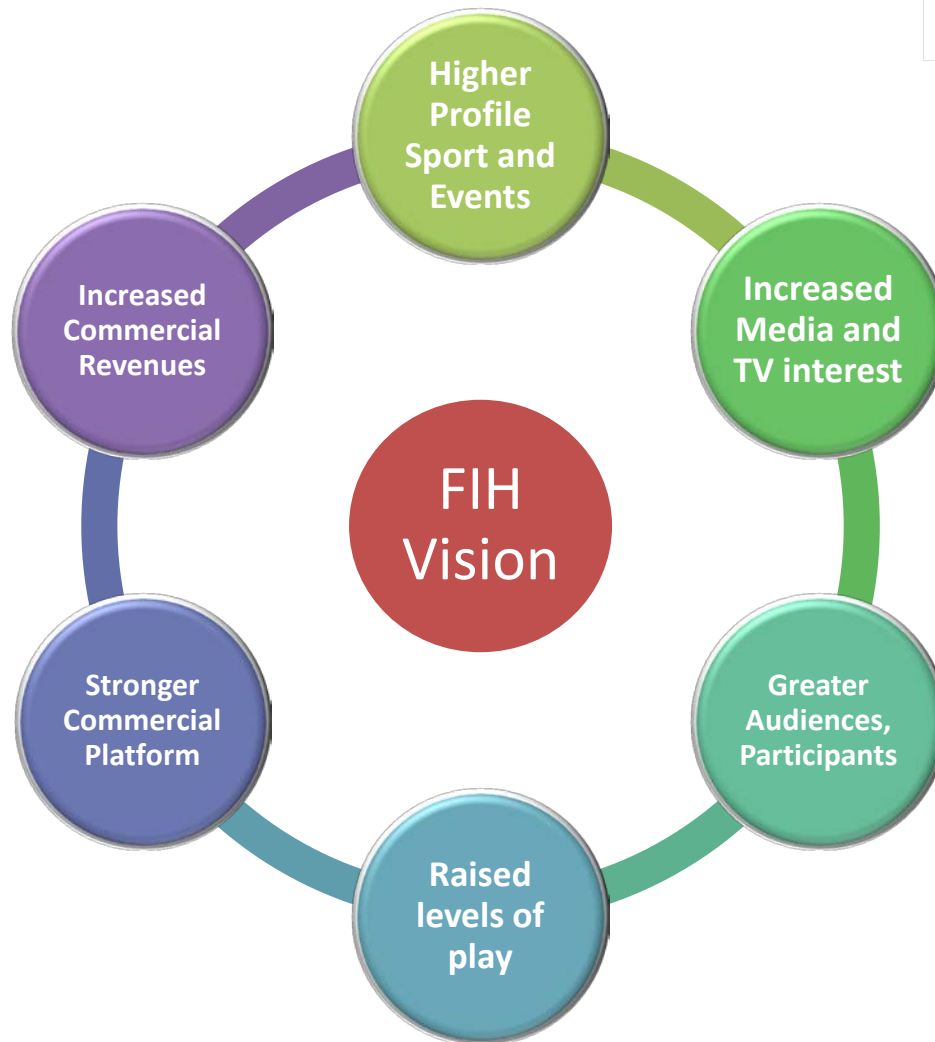
OUR VALUES UNDERPIN OUR PLAN



- The **FIH values** are at the core of the Strategic Plan
- But we need to move forward and **grow the sport**
- Whilst at the same time **delivering to our members and partners**
- The **Strategic Plan will guide our decisions**
- Work in **partnership** with Continental Federations and through them the National Associations
- Much **progress** has been made already



WHAT WE WANT TO ACHIEVE IS CEAR



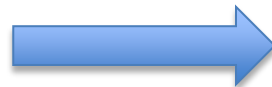
OUR OBJECTIVES ARE SET

Grow our Revenues



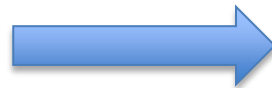
Triple revenues by 2016

Grow our Events



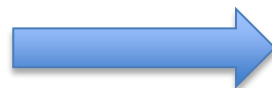
Enhance and Promote
FIH Events

Grow our Audiences



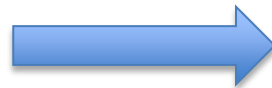
Raise the profile of FIH, Events
and Hockey worldwide

Grow our Sport



Close the performance gap &
raise worldwide level of play

Grow our internal processes



Strengthen Governance
Structures

AND WE ARE READY FOR ACTION



There is no time for more major revisions of plans and deliberation



Only Action.....



WE KNOW HOW WE WILL GET THERE



- **Identified Key Projects** and actions against measurable KPI's
- **Change of mindset** – EB and committees strategic focus - FIH staff operational focus
- **A new staff structure** ensuring staff empowerment and cross functional working
- Focus on **6 Short Term Executive Priorities (STEPS)**
- Regularly **monitor and report** on progress



WE HAVE A NEW STAFF STRUCTURE



WE HAVE A FOCUS FOR THE SHORT TERM



SHORT TERM EXECUTIVE PRIORITIES (STEPS)

Accelerate progress for reporting to Congress 2012

STEP 1

Project India

STEP 2

Event Models

STEP 3

**Communications Plan
and Website**

STEP 4

**Complementary Game
and Indoor**

STEP 5

Project Brazil

STEP 6

**Internal structure and
processes, committees
and CF MoU's**

WE WILL WE MONITOR OUR PROGRESS



- ❑ **Dashboard** shows the current status and update against each Strategic Priority
- ❑ **Key Milestones** have been identified for each Key Project
- ❑ **Progress** will be **reported** at each EB and Congress
- ❑ What our stakeholders and the IOC think are important to us

