

{Insert Program name}{Insert years} STRATEGY

**Current Situation**

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**Long-term vision**

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**Overall Priorities**

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**1. Advance Quality Sports & Competitions**

**Goals and Actions**

Strategic initiative(s)	X-Year goal(s)	Key actions	Year (from/to)	Target	Owner
Athlete Development					
Games & Competitions					
Coaching Excellence					
Unified Sport & Inclusive Opportunities					
Global Football					

**2. Build Communities**

**Goals and Actions**

Strategic initiative(s)	X-Year goal(s)	Key actions	Year (from/to)	Target	Owner
ALPs					
Families					
Youth					
Health and well-being					
Influential leaders and organisations					

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### 3. Connect Fans & Funds

#### Goals and Actions

Strategic initiative(s)	X-Year goal(s)	Key actions	Year (from/to)	Target	Owner
Current revenue sources					
New sources of revenue					
Stronger brand					
Community of support					
Global Football					

### 4. Movement Leadership

#### Goals and Actions

Strategic initiative(s)	X-Year goal(s)	Key actions	Year (from/to)	Target	Owner
Leadership strength and depth					
Define, track and measure success					
Recognise and share achievements					
SO General Rules					

### 5. Sustainable Capabilities

#### Goals and Actions

Strategic initiative(s)	X-Year goal(s)	Key actions	Year (from/to)	Target	Owner
Research					
Shared services					
Knowledge management & communication					
CRM					