

IFF's 2024 GOAL



Jean-Laurent Bourquin, CEO – AdvISPORT



1. VISION OF THE WORK

1. Define and validate «Goal 2024» and objectives :
 - IOC short list to be considered for the 2024 Olympic Games
 - IFF's Strategic Planning
2. Scope of the work : Assess actual IFF's strengths and weaknesses and share opinions to develop the IFF's strategic road map to "qualify" for the IOC short list
3. Spirit of the work :
 - Develop a common view within Floorball/IFF's community and stakeholders
 - Identify opportunities and risks
 - Define priorities and action points
 - Get the input from NFs



2. PROCESS

Where do we want to go and how to get there

1. Task Force group
2. SWOT
3. Gap analysis between IFF's current situation and IOC criteria
4. Competences Matrix
5. Monitoring tool / Dashboard
6. Networking and lobbying
 - Liaison with the IOC
 - Ambassadors



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3. SOME TASKS IDENTIFIED

- Multi-Sport Games
- Code of Ethics
- Entourage of the Athletes
- Equality/Women Commission
- Rules to fight competition fixing
- Image of the sport / Appeal of Floorball to Youth, Media, Sponsors
- Athletes Career Programme
- Sustainability projects
- Proposal to the IOC (format/quota)
- Properly communicate around project
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4. DASHBOARD

FF 2024 GOAL						
DASHBOARD / VERSION 1 / 1 January 2014						
PLEASE FILL IN YOUR OUTLINE DRAFT PROPOSALS IN THE BOXES PROVIDED						
LEAD PERSON (FIRST) AND THEN OTHER CONTRIBUTORS	AREA	TASK / POINT OF DISCUSSION	OBJECTIVE	PROPOSED ACTION PLAN	POTENTIAL CHALLENGE / ISSUE	COMMENTS or QUESTIONS
John Liljelund	STRUCTURE	Administration	Reinforce the IFF Administration in positions already identified and assess other needs	Hire or further educate staff in key positions		
Tomas Erikson, Ismo Haapioinen	GOVERNANCE	Code of Ethics / Ethics Commission	Develop and implement a Code of Ethics reflecting the common values in Floorball but also the minimum standards of an ethical conduct in every sport	- Lead person to draft a suggestion for a Code of Ethics, having it registered with other team members - Leave the Code of Ethics as a sort of "work in progress" for a certain time to really get it as comprehensive as possible but also as short as possible in the same time	Ethical principles tend to be vague and not measurable, which makes it difficult to enforce them in cases of possible violations of the Code of Ethics	In order to avoid misunderstanding among IFF's and/or officials, it will be KEY TO PROPERLY COMMUNICATE in order to ENSURE THE NECESSARY LEVEL OF CONFIDENCE
	GOVERNANCE	Code of Ethics / Ethics Commission	Identify the group of persons who should live up to the Code of Ethics (IFF officials, players, referees, entourage, National Federations, competition organizers)			
	GOVERNANCE	Code of Ethics / Ethics Commission	Designate the body who can speak out reactions in cases of violations of the Code of Ethics, definition of the sanctions involved			

Choosing the right and simple tool to allow :

- Global or detailed analysis
- Monitor progress
- Proper management of priorities
- Definition of timelines on which to agree
- Analysis of degrees of Importance / Emergency of actions to carry out
- Selection of specific points for dedicated report purposes
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WORKING WITH THE DASHBOARD

Repartition of tasks, among Task Force members, by areas of competences to define objectives and propose action plans

Mar-June 2014

Review proposals and determine priorities and actions.
Work on action plans for implementation

Aug-Oct 2014

Main outcomes resulting in positive and beneficial aspects for Floorball and IFF

Governance Youth appeal Social Media Athletes' Commission
Sport TV / Marketing / Communication Development Code of Ethics
Sustainability Entourage Commission Multi-Sport Games

2014 - 2016

Work in progress for the Future of IFF and Floorball

