

# UK DEAF SPORT STRATEGY REVIEW

PIERS MARTIN

# STRATEGY REVIEW: KEY MESSAGES

- BOARD PROVIDES STRATEGIC LEADERSHIP
- CLARITY OF PURPOSE & OBJECTIVES – SINGLE DIRECTION
- OUTCOME FOCUSED – NO ‘MISSION DRIFT’
- DELIVERY OF STRATEGIC OBJECTIVES (PLANS/KPIs/BUDGETS) OVERSEEN BY INDIVIDUAL STRATEGIC COMMITTEE
- BOARD SKILLS AUDIT WITH DIRECTOR SITTING ON STRATEGIC COMMITTEE
- EXECUTIVE LEADERSHIP & PERFORMANCE MANAGEMENT THROUGH EXEC CHAIR

# EVERY DEAF PERSON ACTIVE & INSPIRED BY SPORT

LEADING OPPORTUNITIES FOR MORE DEAF PEOPLE TO PARTICIPATE IN SPORT THROUGHOUT THEIR LIVES & MORE DEAF ATHLETES TO PERFORM ON THE WORLD STAGE

## LEADERSHIP

STRATEGIC, WELL GOVERNED LEADERSHIP FOR DEAF SPORT

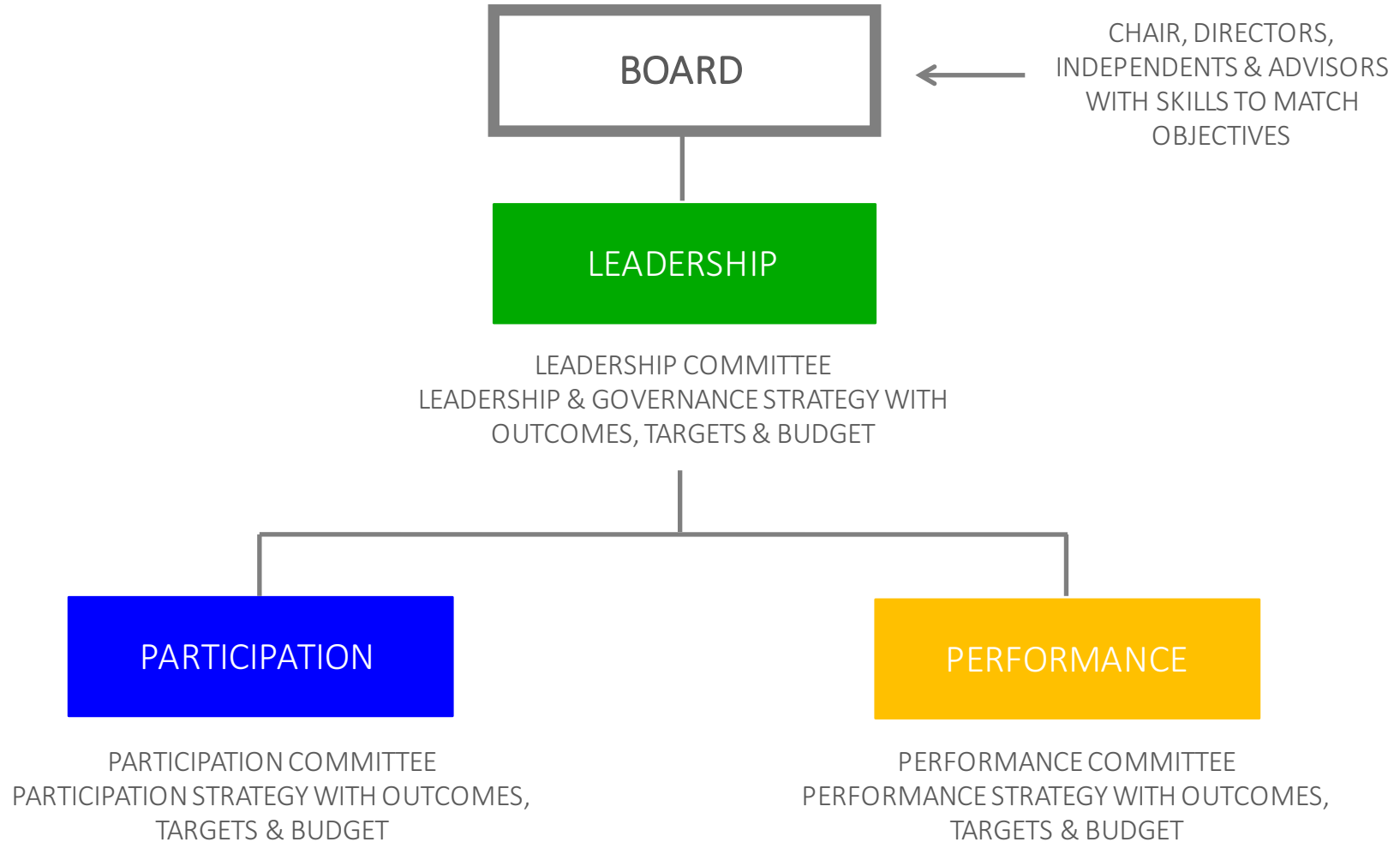
## PARTICIPATION

MORE DEAF PEOPLE TRYING, PLAYING & SUPPORTING SPORT

## PERFORMANCE

MORE DEAF ATHLETES WINNING MEDALS ON THE WORLD STAGE

# PROPOSED STRUCTURE



# LEADERSHIP

GOVERNANCE

ADMIN

FINANCE

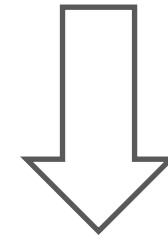
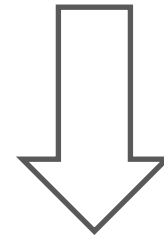
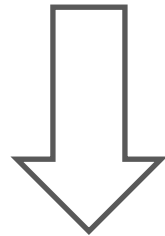
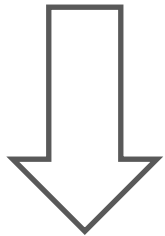
MARCOMMS

TRANSPARENT  
LEADERSHIP &  
GOVERNANCE

EFFECTIVE NGB  
ADMIN &  
OPERATIONS

STRATEGIC FINANCIAL  
MANAGEMENT &  
COMMERCIAL

EFFECTIVE  
COMMUNICATIONS,  
DATA & INSIGHT



OPERATIONAL ACTIONS AGAINST KPIs

STAFF, WORKING GROUPS, & DELIVERY PARTNERS

# PARTICIPATION



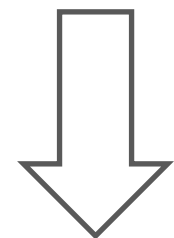
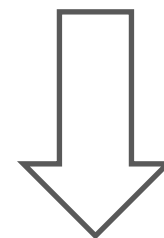
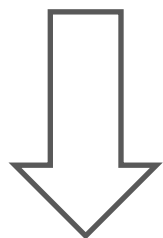
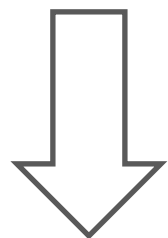
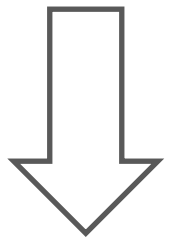
MORE DEAF  
PEOPLE  
TRYING SPORT

SPORT TO  
IMPROVE  
HEALTH

A PROGRESSIVE  
DEVELOPMENT  
NETWORK

A QUALITY,  
ACTIVE  
WORKFORCE

A MULTI-LEVEL  
COMPETITION  
FRAMEWORK



OPERATIONAL ACTIONS AGAINST KPIs

STAFF, WORKING GROUPS, & DELIVERY PARTNERS

# PERFORMANCE

DEAF TALENT  
PATHWAY

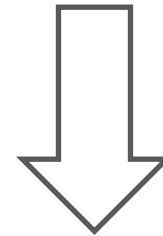
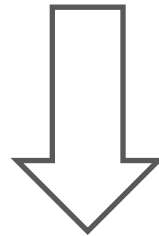
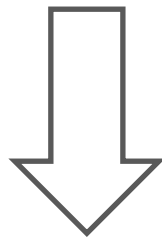
PERFORMANCE  
PARTNERS

DEAFLYMPICSGB

AN EFFECTIVE  
TALENT  
DEVELOPMENT  
SYSTEM

WORKING WITH  
PERFORMANCE  
PARTNERS TO SUPPORT  
TALENT

A GOLD MEDAL  
STANDARD  
DEAFLYMPIC  
PROGRAMME



OPERATIONAL ACTIONS AGAINST KPIs

STAFF, WORKING GROUPS, & DELIVERY PARTNERS