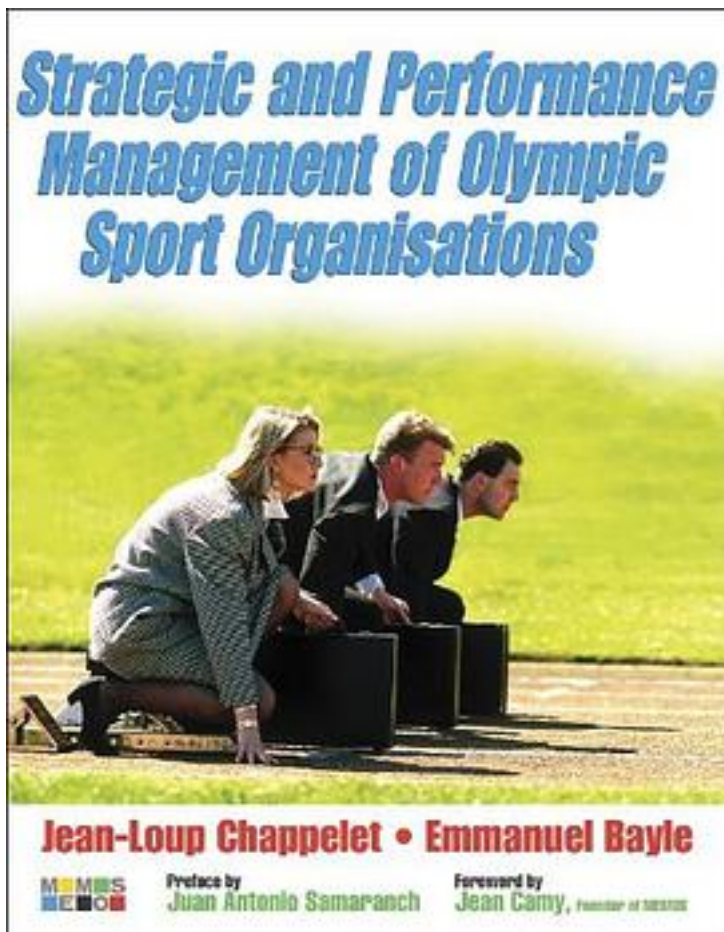


Strategic and Performance Management of Olympic Sport Organisations



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Take advantage of the specific management knowledge used in running Olympic committees and sport federations around the world. "Strategic and Performance

Management of Olympic Sport Organisations" offers valuable guidance on strategically evaluating, managing, and driving the performance of sport organizations. "Strategic and Performance Management of Olympic Sport Organisations" was developed for use in the Executive Masters in Sport Organization Management (MEMOS) program. MEMOS, founded in 1995 by a network of European universities supported by Olympic Solidarity, aims to improve the management of sport organizations and provide a higher level of training for sport managers. This book covers the first of three courses in the MEMOS program and emphasizes the importance of the history and development of the Olympic movement. It highlights new issues at stake as the Olympic movement evolves, and it helps readers to grasp the specific management framework of Olympic sport organizations and other sport federations, including voluntary work by its leadership and operating on a nonprofit basis. "Strategic and Performance Management of Olympic Sport Organisations" defines critical strategic management principles and methods and teaches managers how to implement them to improve performance. Packed with case studies and examples of strategic plans used in Olympic sport organizations, readers will learn to -identify and formulate a mission, -conduct and assess external threats and opportunities as well as internal strengths and weaknesses, -define organizational goals and steps to reach them, and -evaluate the results of actions for future planning. "Strategic and Performance Management of Olympic Sport Organisations" will help management successfully run Olympic committees and sport federations worldwide.

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