

# Strategy Workshop

Istanbul 2019



## Why this workshop?



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“Analyse the work and achievements of the FAI ballooning commission to develop a vision, goals and actions for the coming years.”



# Workshop moderators



## Nathalie Hack

- Never been ballooning
- Not sure if she wants to go ballooning

## Sid Mysore

- Never been ballooning
- Definitely wants to go ballooning



# Agenda

## 12.03.2019 Workshop Session 1

14:00–16:00 Most important topics for the future?

16:00–16:20 *Coffee break*

16:20–18:00 Define mission statements!

## 13.03.2019 Workshop Session 2

08:30–10:30 Develop objectives!

10:30–10:50 *Coffee break*

10:50–12:30 Finalize and present outcome!



# Ways of working

## Common understanding of how to work

### DO'S

- Be open-minded
- Be honest in comments and questions
- Start from meta-level ideas
- Think outside the box
- Balance realism and dreams
- Get to the source of the problem to create useful action
- Accept that change can be disruptive
- Commit to follow-up action

### DON'TS

- No politics
- No personal interests
- No personal offences
- Don't leave misunderstandings and questions unanswered



# Preparation

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Interviews

SWOT Analysis

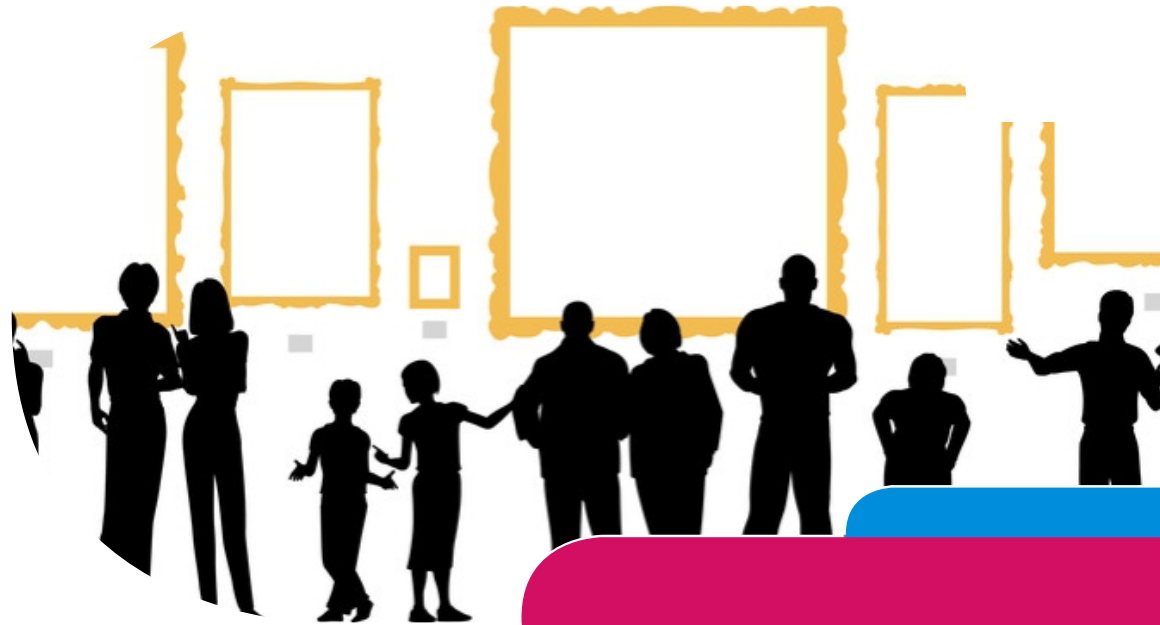
Word Clouds

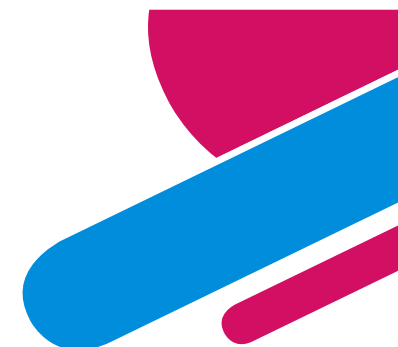
# Gallery Walk

## 4 Groups

10 minutes per poster

- **Start at one poster and move on as a group**
- **Discuss the comments on the posters**
- Do you agree with the topics?
- Which topics do you not agree with?
- Are there topics missing on the poster?
- Does the outcome on the poster reflect the CIA?
- Which topics are most relevant or urgent?
- Which topics would you like to see addressed?





# Group discussion



What were your findings during the group discussions in the gallery walk?  
With what do you agree, not agree, is there anything missing?

What are the most important topics for you?  
Which topics would you like to see addressed in the next years?

# Sorting the subjects

## Communication

- Difficult to find info on the web
- To Community
- Bottom Level Pilots/Delegates
- Within CIA
- Self-concentration
- Getting a broader audience

## Event & Organiser Support

- Attract and identify new Org.
- Develop Organisers
- Have an Organisation (Support) Team
- Create Organiser WorkGroup
- Difficult to find info on web
- How to run a successful event
- Training officials

## Promotion & Marketing

- Engage expertise in Marketing
- Become more interesting to sponsors
- Engaging the audience

## Fiesta vs Competition

- Why should an organizer launch a competition?

## Recruiting

- Broader Audience
- Pilots
- Organizers
- Succession planning

## Support Local Clubs

- Develop Pilots

## Organize competitions as the CIA

## Rulework

## Education

- Training Officials
- CIA Academy

## Financial Aspects

- Always a problem

## Sustainability

- Environmental awareness

## Technology

- New Media : Attract newcomers
- How do profit from technology
- Engage audience
- New ways to communicate



# COFFEE BREAK

20 minutes





# Voting

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**Identify categories that are priorities for which the group will develop mission statements**

Every participant gets 3 stickers which he can use to vote for categories.

The categories with the most stickers will be discussed further.

# Vote for priority subjects

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# Developing mission statements for the coming years

A **mission** statement describes the purpose and day-to-day effort of an organization.

Google

*To organize the world's information and make it universally accessible and useful.*



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The Coca-Cola Co.

*To refresh the world in mind, body and spirit. To inspire moments of optimism and happiness through our brands and action*

# Developing mission statements for the coming years

A **mission** statement describes the purpose and day-to-day effort of an organization.

Disney

*To be one of the world's leading producers and providers of entertainment and information. Using our portfolio of brands to differentiate our content, services and consumer products, we seek to develop the most creative, innovative and profitable entertainment experiences and related products in the world.*

# Mission statement

**What** should we do in this field?

**How** will we proceed / **Which** methods?

**For** whom are we doing it?

**Why** are we doing it?

First answer each question.

Then try to formulate a simple summarizing statement.



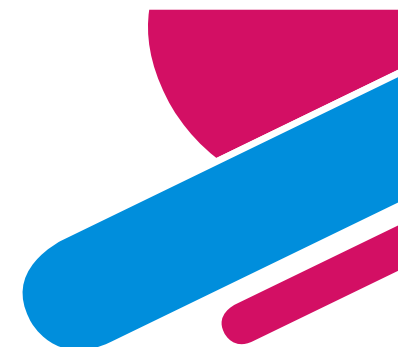


# The writing process

## 1 Mission statement team per category

- Draft of Mission statement 60m
- Presentation of draft
- Feedback round
- Finalizing proposal of mission statement





# One sentence feedback round

Each mission team presents the mission statement they have drafted

Each mission team nominates a secretary to take note of the feedback collected

The teams finalize a proposal, while taking the received comments into consideration



# On the horizon :

Tomorrow,

based on the final mission  
statement proposals

- The teams will define objectives
- propose action plans



# See you tomorrow!

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# Strategy Workshop

DAY 2  
Istanbul 2019





# Agenda

## Workshop Session 2

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**13.03.2019 Workshop Session 2**

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08:30–10:30 Develop objectives!

10:30–10:50 *Coffee break*

10:50–12:30 Finalise and present outcome!

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## Finalize mission statements 20m

Try to incorporate the relevant feedback received yesterday

For sake of coherence, please formulate the statement in the format  
“To .. “

Prepare one mission flipchart sheet



# Determining objectives for each mission

Objectives help us **achieve** our mission.  
Objectives should be **measurable** and **realistic**.

2-3 objectives/mission

What is needed for our mission to be achieved?  
What will we do?  
By when will we get it done?  
How will its impact be noticed?  
...

**“By 2020, all CAT1 competition pilots will be equipped with FAI-branded jackets by the CIA.”**

Formulated as a final achievement



# Organization of writing process



## 1 group per mission statement

*60 minutes*

- Discusses and agrees on 2-3 objectives per mission
- Prepares a brief presentation of list of objectives

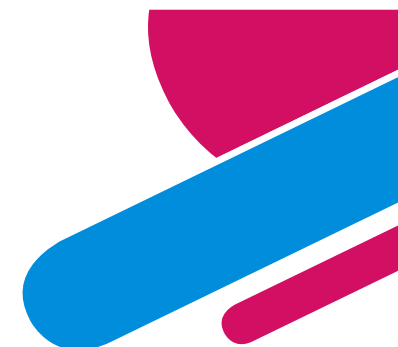
*40 min*

- The group collects feedback and finalizes proposal for list of objectives

## Whole group

*60 min*

- Each mission group presents their objectives
- Feedback round



# Feedback round



Take turns giving feedback for each team presentation

Share feedback that hasn't been given yet

Write it on a card and hand it to the team





# Impressions



# THANK YOU!

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