

15 July 2021

**Re: Strategic Plan**

The ITFNZ Board are renewing the organisations Strategic Plan this year. The Strategic Plan is an important piece of work as it sets the direction of the organisation for the next three to five years, and as a result, determines the work programme of the Board and Executive.

Ultimately, we want a Strategic Plan that enables the organisation, our clubs and members, to thrive. We are an organisation that is the envy of our peers overseas, underpinned by a world class syllabus and grading system led by world class Masters.

The Board and key members feel the organisation is at an important pivot point, where our old and outdated systems and processes aren't meshing well with the increasing requirements placed on us, all within the context of our modern, busy lives.

And choice is abounding in terms of how people can use their time. We want to make sure people choose us and choose us for the long-term. Among other things, our busy instructors and members need better systems, processes and support to make their lives easier, and our increasing number of black belts need to be better recognised and valued by seeing a clear pathway for them within our organisation.

The Board view this Strategic Plan as being about pausing and taking stock. This plan centres on resetting our foundations - getting the basics right so that the organisation is in excellent health. Only with strong foundations will we be able to confidently launch into the next decade knowing we have secured the longevity of our wonderful organisation that is International Taekwon-Do New Zealand.

The Board welcome your feedback on the draft Strategic Plan. Please find attached:

- A slide deck titled "Developing a Strategic Plan". This material was collected through a workshop held earlier this year, and through discussions and material provided separately. This is not the Strategic Plan, but is the material collected and used to support the development of the Strategic Plan. It's the evidence base and supporting information.
- The pillars of a new draft Strategic Plan (on a page), including our broad context, our purpose, our key pivots (or ways of doing things differently), and our five proposed key strategic focus areas. The second page takes the strategic focus areas and sets out the proposed actions or activities that sit under the strategic focus areas, and that will form the organisations' work programme.
- A third document lists options for our new Vision Statement. Ideally, a Vision statement would encompass our unique twist/value, be clear on who that value is for, and inspire.

The Board invites your feedback in general on the slide deck and the draft Strategic Plan.


We also want to know from you:

- Have we captured our context about right? Do you agree our short to medium-term focus needs to be on securing the health of our organisation so that it's fit for the future?
- Overall, given your knowledge and the information in the slide deck, do the five areas of strategic focus over the next three to five years make sense? Have we missed anything?
- What do you think of the actions and activities we've identified under each of the strategic focus areas? Have we missed anything?
- Which Vision statement do you like?
- How should we measure our success against the Strategic Plan? What would our impact look like to you once we've delivered on this Strategic Plan and actions? Should we be general about our success (e.g., we have more clubs), or should we be specific (e.g., we have 20 more clubs)?

Please provide your feedback by email to Shaun Tolley, Operations Executive, at [operations@itkd.co.nz](mailto:operations@itkd.co.nz) by 22 August 2021.

Members of the Board and Alex Hayton our CEO will hold one hour discussion sessions, via Zoom, at 4pm on the 1, 8 and 15 August. A zoom link will be emailed and posted on Facebook. The sessions will be open to anyone who would like to discuss aspects of the draft Strategic Plan and actions and provide feedback via this forum. Note, you do not have to be an instructor to attend these sessions.

Yours sincerely



Nick Laurantos

Chairman