

Strategic Pillars



Our Context

We are a world class martial art with an exemplar syllabus. Our organisation is filled with passionate people who embrace Taekwon-Do as a sport, a family, a way of life.

However, the structure, systems and processes that underpin our organisation and support our instructors and members are inefficient and outdated.

Our singular dojang and instructor-based model does not always support instructor wellbeing and development, or succession planning. Clubs are closing and fewer clubs are opening.

Our membership is now predominantly youth-based and we do not leverage this base in our revenue streams. Our low number of adults and our churn rates overall create significant inefficiencies and organisational risks.

Our Purpose

We teach International Taekwon-Do, the sport, martial art, way of life and tool for social development, according to the legacy of General Choi Hong Hi

Our Key Pivots

We will shift our mind set to:

- First focus on building a robust, modern organisation at its foundations.
- Put our members at the centre of everything we do.
- Maintain quality at the heart but we innovate and collaborate to develop a strong base of instructors.

Our Vision

Inspiring lives through the Art of Taekwon-Do

Our Impact

We will put performance metrics around:

- More students who join us stay for the long-term
- More students stay and become instructors
- More clubs open and operate collaboratively

Our Strategic Focus Areas

1. Modernise administration systems and processes
2. Evolve and support operating model on our organisation and our dojangs
3. Develop and support existing and future instructors
4. Retain more students
5. Embed our brand nationally

The Actions We Will Take



Our work programme will be based on...

1. Modernise administrative systems and processes	2. Evolve and support operating model on our organisation and our dojangs	3. Develop and support existing and future instructors	4. Retain more students	5. Embed our brand nationally
Undertake a revenue stream review	Review legal structures of dojangs and assess level of risk	Develop and make transparent pathways for black belts to progress within organisation	Develop and make transparent member and volunteer pathways	Develop templates for co-branding
Develop a centralised knowledge and information system	Develop guidance on streamlining administrative functions	Develop and implement instructor training on pedagogy	Develop communication strategy to improve approach in all media	Enforce brand consistency at national and regional level events
Develop an integrated IT platform	Develop guidance on running dojangs	Develop instructor and dojang agreements/expectations	Develop system to analyse and use data better to diagnose problems	Develop image library
Review operational functions and roles	Develop research into different operating models (and rethink our approach to establishing dojangs)	Develop a mentoring succession programme	Undertake a review of events offered and develop cohesive events approach	Investigate feasibility of merchandise and branding equipment
Review governance and organisational structures			Review (and map) new member journey to support development of an induction approach	Develop e-Commerce site