

# Club Strategy Support & Transformation

Club proposal  
LTT Sports 2022

# Zoom in

Online - LTT Sports Office



# Zoom In

**Comprising a set of remote expert consultations on specialist level that a club can order from our team of experts.**

With a guaranteed number of hours for zoom-based exchanges and access to our analytical help desk.

2 full blended days of work from the international expertise in the field of sport and business

Starting package fee: € 3'900\*

\* +VAT & logistics/fees





# ZOOM – in #Diagnostic



## **Quick Sport analysis of club:**

- Snapshot of current activities
- Sport efficiency check
- #12QualityAreas self survey



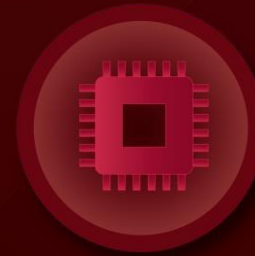
## **Quick Business analysis of club:**

- Snapshot of current activities
- Business efficiency check
- Assessment of market potential



## **Quick Community analysis of club:**

- Snapshot of current activities
- Community efficiency check
- Assessment of Fan Engagement activities



Review of your Organigram



Environment quick analysis of club:  
positioning within industry



Strategic planning horizon  
Recommendations

# Zoom out

## Onsite

# Zoom Out (+)

**Comprising an on-site 360 quality assessment including club identity sampling, strategy implementation verification and a full club health & functional check report for management board**

1 day on site: minimum 2 experts  
Survey ahead of the review

Zoom Out+ includes additional features on request

Starting package fee: € 12'750\*

\* +VAT & logistics/fees



# ZOOM – out #Diagnostic #Adjustments #Recommendation



## Full Sport analysis of club:

- Comprehensive review of current activities
- Scouting or Video systems
  - + First or/and Youth Academies based on the #12QualityAreas
  - + Bespoke Survey



## Full Business analysis of club:

- Market analysis of club and current activities
- Benchmark comparison (LTT Database)
  - + Identify and leverage growth opportunities



## Full Community analysis of club:

- Community analysis of club: As Is snapshot of current activities
- Review your Fan Engagement & CSR activities
  - + Suggestion of current activities and improvement plan



## Full Operations review

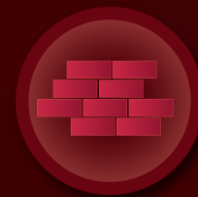
- Structure and self-survey review



Review of your HR/Organigram  
Comparison to Benchmarks



Environment full analysis of club: key  
organisations, key decision makers, key  
influencers + improvements

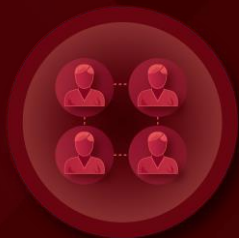


Strategic planning horizon  
recommendations  
+ Building Scenarios



Global and European updates  
Independent Stakeholders update

# Additional Plug-in resources



## **Football club strategy session organisation**

Building Scenarios + Onsite workshop



## **Sports Bespoke Data Review**

Sport and technical analysis ahead of UEFA fixtures



## **Commercial & New Tech Bespoke Data Review**

Business and New Tech Department involvement

... additional requests? Ask for our catalogue



# Club Session – illustrative schedule

## Day 1 – Input collection

**09:00 – 10:00** Introductory call with club CEO & Management Team, including presentation of session structure, objectives and overview of club strategy framework methodology by LTT Sports

**10:00 – 11:00** CEO discussion

**11:00 – 12:00** SD/head coach discussion

**13:00 – 14:00** Commercial Director discussion

**15:00 – 16:00** FD discussion

**17:00 – 18:00** Head of Community Relations (SLO) discussion

**18:00 – 19:00** Academy Director discussion



Processing collected inputs and internal analysis by our Knowledge Hub

## Day 2 – Debrief day

**09:00 – 11:00** Debrief with club CEO and/or management team

**12:00 – 13:00** Debrief and follow-up with Sport Department

**13:00 – 14:00** Debrief and follow-up with Commercial Department

**15:00 – 16:00** Debrief and follow-up with Community Department

**16:00 – 17:00** Debrief and follow-up with Academy

# Our network commitments

We are always looking at ways to ensure your ownership experience is both easy and rewarding.

All our advisory and solutions will be carried out in line with our compliance and confidentiality agreements, ensuring you get exactly what you need, no more, no less. You can also be guaranteed to have clear, transparent pricing. For further bespoke services our Development Club Project Catalogue will be provided

- A clear, transparent quotation before any work is done
- A solution appropriate to your objective fitting of expertise to your needs
- Accurate information on the progress of work on our Zoom work
- Documentation provided at the agreed time and price
- Our experts with on and off the pitch expertise
- Based on our industry-leading expertise and specific diagnostic methodology for key club pressure points



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