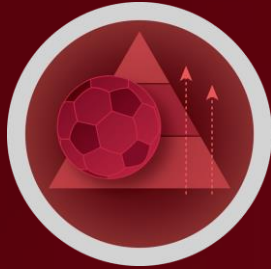


Football club strategy session

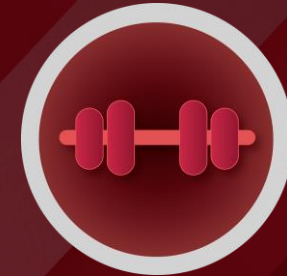
LTT Sports



You have strategic areas that are particularly important to your club, and which shape its sporting, commercial and social success



You have wider social, economic and political forces that shape the world around us



You have industry forces that are impacting on these areas

We build up the strategy session based on your club's strategic areas of concern, analysing scenarios of their potential evolution based on the internal and external forces at play. then create a platform for information sharing, internal discussion, learning and exchange, enabling your strategy team not only to better understand the direction of travel of the entire industry, but also building a basis for improving alignment between the strategic aims of your club and the reality around it, increasing your organisation's resilience and strategic clarity.

Who would benefit from this:



Football club senior management teams



Supervisory boards



Non-executive directors



Strategy teams and boards



How does it work?

- 1) You define the key areas of importance for your club (e.g. transfers, European competitions, youth development, match day and spectators, broadcasting etc.)
- 2) We help you to formulate several key questions for the industry which have the potential to define your club's future success (e.g. how will the transfer market evolve and what will happen to transfer fees in the next 5 years)
- 3) We produce a bespoke analysis for your club as a foundation to build up during the strategy session
- 4) We deliver the live session as a mix of presentation, group discussion and practical tasks to create a group environment conducive to learning, exchange and strategic thinking on a macro level but relevant to your specific club and situation



What do you get?

- 1) Analytical assessment of the direction the football industry is currently taking, with insights focused on strategically important areas for your club, from one of the top expert teams in football globally
- 2) An opportunity to bring your top strategy team together around a highly relevant, informative and high-level event
- 3) A unique chance to consider the balance between your existing club strategy and the internal and external forces that are currently affecting the industry
- 4) Information, ideas and inspiration to move away from crisis to development thinking

Proposed content structure: LEARN + THINK + ENGAGE (SHORT VERSION)

Day 1:

Club Strategy: in-depth presentation & panel discussion

Club Management strategies

Strategies in football

People's Roles

Football vs Business

Shared Vocabulary

Day 2:

Task: We Are Going to...

Practical session

Group self-organisation task

Task

Key Learnings

Talk



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