# Strategies in sports club



S – O (max – max) = leverage internal strengths – exploit external opportunities

S – T (max – min) = leverage internal strengths – avert external threats

W – O (min – max) = overcome internal weaknesses – exploit external opportunities

W – T (min – min) = overcome internal weaknesses – avert external threats

# Strategic ways for sports teams on a different level

* Education for coaches
	+ Self-study
	+ Mentor coaching
* Improvement of facilities
	+ Quality of sporting surface /equipment
	+ Lighting
	+ Social areas with food / drink bars
	+ Clean and tidy areas
	+ Spectator seating with protection from sun and rain
	+ Shops
	+ Car parking
* Recruitment of participants
* Organising Events
	+ Assisting some organisation
	+ Providing an opportunity
	+ Raising the performance standards
* Nurturing of volunteers
* Openness in political and administrative structure
	+ Democratic processes inside the organisation
	+ Aiming fo grants
* Knowledge management
	+ Coaching
	+ Policies and procedures
	+ Strategic plans
* Development of self-funding systems
* Athletes development programs
	+ Academies
* Forming partnerships with other sports and organisations
* Internationalization