

## **NKC Strategic Plan Pre Work**

In any strategic exercise it is vital that you first understand where you are now and what your stakeholders think of your organisational performance. So that we may start from a known and agreed point prior to attending the NKC Strategic Planning session each attendee actually writes down or records their ideas of where karting is at the moment, what we should address and what our stakeholders think of us as an organisation. When completing this exercise please be sure to consider the following:

What do our customers (karters) think of us?

What competitors there are in our sport and what are they doing

Are our costs competitive/appropriate and justifiable?

What are our management practices and do they meet current community standards

Are our rules and regulations appropriate and do they meet government requirements

Looking country wide are our facilities at the standard we want for our sport

Should we sell our sport and its benefits to non karters?

What is our marketing drive

Do we do a good job of public relations

What is your vision of where karting should be in 5, 10 & 20 years time?

Based on your input in these areas we will debate and establish 5 – 9 key issues from where we will then begin the strategic process.