Why this workshop?

“Analyse the work and achievements of the FAI ballooning commission to develop a vision, goals and actions for the coming years.”
Workshop moderators

Nathalie Hack

• Never been ballooning

• Not sure if she wants to go ballooning

Sid Mysore

• Never been ballooning

• Definitely wants to go ballooning
<table>
<thead>
<tr>
<th>Date</th>
<th>Workshop Session 1</th>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>12.03.2019</td>
<td>14:00–16:00</td>
<td><strong>Most important topics for the future?</strong></td>
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<td></td>
<td>16:00-16:20</td>
<td>Coffee break</td>
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<tr>
<td></td>
<td>16:20-18:00</td>
<td><strong>Define mission statements!</strong></td>
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<table>
<thead>
<tr>
<th>Date</th>
<th>Workshop Session 2</th>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>13.03.2019</td>
<td>08:30–10:30</td>
<td><strong>Develop objectives!</strong></td>
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<tr>
<td></td>
<td>10:30-10:50</td>
<td>Coffee break</td>
<td></td>
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<tr>
<td></td>
<td>10:50-12:30</td>
<td><strong>Finalize and present outcome!</strong></td>
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Ways of working

Common understanding of how to work

**DO’S**
- Be open-minded
- Be honest in comments and questions
- Start from meta-level ideas
- Think outside the box
- Balance realism and dreams
- Get to the source of the problem to create useful action
- Accept that change can be disruptive
- Commit to follow-up action

**DON’TS**
- No politics
- No personal interests
- No personal offences
- Don’t leave misunderstandings and questions unanswered
Preparation

Interviews

SWOT Analysis

Word Clouds
**Gallery Walk**

**4 Groups**

**10 minutes per poster**

- Start at one poster and move on as a group
- Discuss the comments on the posters

- Do you agree with the topics?
- Which topics do you not agree with?
- Are there topics missing on the poster?
- Does the outcome on the poster reflect the CIA?
- Which topics are most relevant or urgent?
- Which topics would you like to see addressed?
What were your findings during the group discussions in the gallery walk? With what do you agree, not agree, is there anything missing?

What are the most important topics for you? Which topics would you like to see addressed in the next years?
## Sorting the subjects

### Communication
- Difficult to find info on the web
- To Community
- Bottom Level Pilots/Delegates
- Within CIA
- Self-concentration
- Getting a broader audience

### Event & Organiser Support
- Attract and identify new Org.
- Develop Organisers
- Have an Organisation (Support) Team
- Create Organiser WorkGroup
- Difficult to find info on web
- How to run a successful event
- Training officials

### Promotion & Marketing
- Engage expertise in Marketing
- Become more interesting to sponsors
- Engaging the audience

### Fiesta vs Competition
- Why should an organizer launch a competition?

### Recruiting
- Broader Audience
- Pilots
- Organizers
- Succession planning

### Support Local Clubs
- Develop Pilots

### Organize competitions as the CIA
- Training Officials
- CIA Academy

### Rulework
- Always a problem

### Education
- Environmental awareness

### Financial Aspects
- New Media : Attract newcomers
- How do profit from technology
- Engage audience
- New ways to communicate

### Sustainability
- New ways to communicate
COFFEE BREAK

20 minutes
**Voting**

Identify categories that are priorities for which the group will develop mission statements.

Every participant gets 3 stickers which he can use to vote for categories. The categories with the most stickers will be discussed further.
Vote for priority subjects

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Education
- Training Officials
- CIA Academy

Financial Aspects
- Always a problem

Sustainability
- Environmental awareness

Technology
- New Media: Attract newcomers
- How do profit from technology
- Engage audience
- New ways to communicate
Developing mission statements for the coming years

A mission statement describes the purpose and day-to-day effort of an organization.

Google

To organize the world's information and make it universally accessible and useful.
Developing mission statements for the coming years

A mission statement describes the purpose and day-to-day effort of an organization.

To refresh the world in mind, body and spirit. To inspire moments of optimism and happiness through our brands and action.
A mission statement describes the purpose and day-to-day effort of an organization.

To be one of the world’s leading producers and providers of entertainment and information. Using our portfolio of brands to differentiate our content, services and consumer products, we seek to develop the most creative, innovative and profitable entertainment experiences and related products in the world.
Mission statement

What should we do in this field?
How will we proceed / Which methods?
For whom are we doing it?
Why are we doing it?

First answer each question.
Then try to formulate a simple summarizing statement.
The writing process

1 Mission statement team per category

- Draft of Mission statement 60m
- Presentation of draft
- Feedback round
- Finalizing proposal of mission statement
Each mission team presents the mission statement they have drafted.

Each mission team nominates a secretary to take note of the feedback collected.

The teams finalize a proposal, while taking the received comments into consideration.
On the horizon:

Tomorrow,

based on the final mission statement proposals

- The teams will define objectives
- propose action plans
See you tomorrow!

Email: nathalie.hack@edutec.lu
Strategy Workshop

DAY 2
Istanbul 2019
## Agenda

### Workshop Session 2

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Finalize mission statements 20m

Try to incorporate the relevant feedback received yesterday

For sake of coherence, please formulate the statement in the format “To .. “

Prepare one mission flipchart sheet
Determining objectives for each mission

Objectives help us achieve our mission. Objectives should be measurable and realistic.

What is needed for our mission to be achieved? What will we do? By when will we get it done? How will its impact be noticed? …

2-3 objectives/mission

“By 2020, all CAT1 competition pilots will be equipped with FAI-branded jackets by the CIA.”
Organization of writing process

1 group per mission statement

60 minutes
- Discusses and agrees on 2-3 objectives per mission
- Prepares a brief presentation of list of objectives

Whole group

60 min
- Each mission group presents their objectives
- Feedback round

40 min
- The group collects feedback and finalizes proposal for list of objectives
Feedback round

Take turns giving feedback for each team presentation

Share feedback that hasn’t been given yet

Write it on a card and hand it to the team
Impressions
THANK YOU!

Email: info@edutec.lu