



Strategic Plan 2023

**Version:
AGM Dec 2022**

Introduction to Strategic Planning

A strategic plan is a high level guide to what PKE stands for and what it is doing. Everyone in PKE should be able to use it to “get on the same page”, and most people who interact with PKE should be able to understand our motives and basis for decisions and actions by referring to it.

There are 6 major components of our Strategic Plan;

1. **Vision** - the world we would like to see
2. **Mission** - our role as an organisation in reaching the Vision
3. **Values** - our guiding principles that influence every decision
4. **Focus Areas** - areas of work within our Mission we will prioritise
5. **Actions** - activities we actually do in each focus area
6. **Goals** - some targets and outcomes from the Focus Areas



Vision

A connected and empowered global parkour community.

Mission

Protect the autonomy of the global parkour community by creating and promoting open and responsive structures that develop parkour federations, participants, practice, and culture.

Values

Diversity

Of participants and practice

Authenticity

Nothing about you without you

Integrity

Through good governance and transparency

Audacity

To create something unique despite the obstacles

Focus Areas

Area	Representation	Realisation	Capability
<i>Actions</i>	<ul style="list-style-type: none"> ● Increase membership ● Reflect the global practice(s) ● Advocate for the autonomy and sovereignty of practitioners ● Develop our reputation as the Governing Body 	<ul style="list-style-type: none"> ● Network and connect our members and community ● Distill knowledge and resources ● Provide for the needs of members and supporters ● Make things possible ● See the practice(s) grow 	<ul style="list-style-type: none"> ● Expand our capabilities ● Ensure sustainability of funding and resources ● Build effective internal systems ● Keep developing our ‘new kind of international sports federation’
<i>Big Goals (by end 2024)</i>	<ol style="list-style-type: none"> 1. 18 formal national members (+7), +2 community members 2. 40 nations represented (via members or ambassadors) 	<ol style="list-style-type: none"> 3. Release Global Competition & Event Guidelines 4. Facilitate 4x Members Forums Each Year 	<ol style="list-style-type: none"> 5. Executive Team and key Project Teams filled 6. 3 stable funding streams (members, supporters, sponsors)