

Title: Strategic planning in sport federation - Czech Pole & Art Sports federation

Objectives: The main goal of this diploma thesis is to make a strategic plan for the Czech pole and art sports association by using each step of strategic planning and necessary analysis. The case study of the association should show up an unutilized potential, which could be very profitable. This would be useful for the position of the Czech pole and arts sports federation within this new sports discipline.

Methods: I used a mixed research, which contains quantitative and also qualitative research, concretely a written questionnaire, an interview, an analysis of documents and a SWOT analysis.

Results: Results of the analysis were the main part for the making of the strategic plan. The goals and the tasks which needs to be done are divided and shown by the time schedule of its realization in the tables.

Keywords: Strategic planning, sports federation, non profit-making organization, case study, strategic plan