

Strategy and Environmental Analysis in Sports

George Yiapanas and Alkis Thrassou, Department of Management, School of Business, University of Nicosia, Nicosia, Cyprus

© 2024 Elsevier Inc. All rights are reserved, including those for text and data mining, AI training, and similar technologies.

Introduction	1
The strategic and environmental analysis in sports	2
Assess the Macro-Environment	2
Assess the Micro-Environment	3
Organisational Assessment	3
Determine the Best Strategic Option	4
Assess the Strategy's Sustainability	4
Strategy Implementation	4
Strategy Evaluation	5
Final Remarks	5
References	6

Abstract

The interplay between strategy and environmental analysis is pivotal in the realm of sports. Strategic decisions within sports organisations are profoundly influenced by an astute assessment of the external environment. This involves scrutinising factors such as competitive landscape, technological advancements, regulatory shifts, and fan preferences. A comprehensive environmental analysis enables sports entities to identify industry opportunities and threats, thereby shaping their strategic direction. Effective strategy formulation in sports demands a deep understanding of these external dynamics. The analysis aids in crafting strategies that capitalise on emerging trends, mitigate challenges, and align with the pulse of the audience. Whether it is designing game plans, or making financial investments, a sustainable strategic approach fortified by environmental insights enhances the likelihood of success. In a rapidly evolving sports landscape, characterised by globalisation and digitalisation, the symbiotic relationship between strategy and environmental analysis serves as the compass guiding sports organisations toward their goals.

Key Points

- Define sports strategy: Establish a clear definition and understanding of what constitutes strategy in the context of sports.
- Explain environmental analysis: Introduce the concept of environmental analysis in sports, outlining its relevance and elements.
- Illustrate interconnections: Demonstrate the relationship between strategy and environmental analysis, emphasising how they influence each other in sports.
- Highlight strategic decision making: Discuss how strategic decisions are formulated, executed, and adjusted based on environmental analysis.
- Underline competitive advantage: Explore how effective strategy and environmental analysis contribute to gaining a competitive advantage in sports.
- Discuss implementation strategies: Outline methodologies and frameworks for implementing strategic plans derived from environmental analysis in sports organisations.
- Encourage continuous improvement: Understand the importance of continual evaluation and adaptation of strategies based on ongoing environmental analysis in the dynamic sports environment.

Introduction

In the competitive sphere of sports, strategy and environmental analysis play pivotal roles in shaping the success and sustainability of teams, athletes, and sporting organisations. Strategy in sports refers to the deliberate planning and execution of tactics to achieve specific aims, whether it is winning a game, championship, or improving team performance. This involves a meticulous assessment of various factors. Environmental analysis in sports pertains to understanding the external factors that influence sporting endeavours. This encompasses the examination of market trends, technological advancements, regulatory changes, fan expectations, socio-cultural influences, economic landscapes, and the impact of global events. Understanding these elements helps sports entities adapt, innovate, and capitalise on opportunities while mitigating risks and challenges. Together, strategy and