

UNITED WORLD WRESTLING

STRATEGY 2022-2026



UNITED WORLD
WRESTLING



LET'S MAKE A BIG STEP FORWARD FOR WRESTLING – TOGETHER!



Dear friends in Wrestling,

In 2013, we embarked on a new journey for Wrestling. While our position in the Olympic programme was threatened, we, the international wrestling community, came together like never before. Our new name, United World Wrestling, that was adopted at this time, is a true legacy of this important moment in our history. We stood united, and we remain so today.

I remember clearly standing before you as your new President and promising that we would come out of that period stronger as a sport. And I truly believe that we did. We have since modernized our organisation and improved our collaboration – across all countries and all styles – to build a stronger United World Wrestling.

Now we are ready to take the next big step forward.

We all know that it takes extreme focus and commitment to become a better Wrestler. The same goes for us as an organisation. The world around us continues to change and develop, and new opportunities arise. As we continue to deliver our programmes and competitions as usual, we need to also find space to focus on capturing these opportunities.

Therefore, through consultation with you and our other stakeholders and partners around the world, we have identified five areas where we will make a special concerted and focused effort over the next four years. These are areas that may not be the most urgent for our sport, but they are certainly very important – and now is the time to make sure we capitalize on their potential.

Most importantly is that we will continue to work together in these areas so we can achieve great things at the international, regional and local level.

Now, let's get to work!

NENAD LALOVIC

United World Wrestling President

HOW DO WE CAPTURE **NEW** OPPORTUNITIES?

Over the next four years, we will put additional resources – time, money and people, towards five key focus areas: Youth Engagement, Women's Wrestling, Associated Styles, Image of Wrestling, and Digital Transformation.

Each of these represent an area where there is tremendous opportunity for our sport.



We will continue to deliver our competitions, run our development programmes, certify new officials, and much, much more. We will respond to urgent matters and make decisions based on challenges that arise. However, while we do all of this – what can be referred to as business as usual – we will also make a concerted effort on areas that offer new opportunities for our organisation and sport. Key areas where, if we don't capture the opportunities now we may never get the chance.

By keeping these focus areas in mind – at all meetings, in every event we deliver, and for all agreements and partnerships we make – we can make sure that we capture the opportunities presented. This focus doesn't mean we stop doing other things, it just means that we give special attention to the opportunities before us in these selected areas.

HOW WERE THE FOCUS AREAS CHOSEN?

Five focus areas were chosen following a comprehensive outreach programme and deep analysis of the results. We asked questions and the Wrestling community answered. By speaking to national federations and other stakeholders, United World Wrestling was able to capture a true understanding of the key challenges and opportunities that currently exist.

WHAT IS THE TIMELINE?

Each of the focus areas and associated objectives and actions will be implemented throughout 2022 – 2026. A system to make sure efforts are being tracked and progress is being made will be implemented in the United World Wrestling administration.

We aim to develop roadmaps and provide resources from the international level that will then benefit the regional and national levels. At each level, and in each national federation, the efforts may be slightly different – but what is important is that we are all looking in the same direction. This unity and focus will make sure we take a big step forward together.

1
ELEVATE & INSPIRE
YOUTH ENGAGEMENT

ENHANCE & EMPOWER
WOMEN'S WRESTLING
2

SUPPORT & CONNECT
ASSOCIATED STYLES
3

REVAMP & REINFORCE
IMAGE OF WRESTLING
4

EMBRACE & FOSTER
DIGITAL TRANSFORMATION
5

1. ELEVATE & INSPIRE YOUTH ENGAGEMENT

The future of our sport lies in the hands of youth worldwide. Therefore, we believe that we need to make it a priority to reach out and capture the hearts of young people everywhere.

We will do more to excite and engage youth for the future of our sport.



OBJECTIVES

DEVELOP ENTRY PATHWAYS

ACTIONS

- Encourage more school programmes
- Create new entry pathways for clubs
- Inspire more girls to try Wrestling
- Exchange best practices between countries

CONNECT THE YOUTH TO WRESTLING

ACTIONS

- Demonstrate shared values
- Promote inspiring youth Wrestling stories
- Exchange best practices between countries
- Create youth awards

ENHANCE YOUTH COMPETITIONS

ACTIONS

- Analyse industry best practices
- Test new event activation ideas at competitions of all styles / age categories
- Evaluate the impact
- Promote success stories

2. ENHANCE & EMPOWER WOMEN'S WRESTLING

We should endeavour to create an optimal inclusive environment in which Women's Wrestling will be taken to the next level. In the coming years, we want to reinforce our attention to Women's Wrestling and strive for full gender inclusivity within all levels of our organisation.

We will enhance the attention given to Women's Wrestling and empower women within our Wrestling family.



OBJECTIVES

CLEARLY COMMUNICATE THE POTENTIAL OF WOMEN'S WRESTLING

ACTIONS

- Analyse the blockers stopping the growth of Women's Wrestling
- Identify the potential drivers that could boost Women's Wrestling
- Engage the Wrestling family in becoming Champions for Women's Wrestling
- Share inspiring case studies and launch Women Achievement Awards

CREATE INCLUSIVITY ON THE SPORTING LEVEL

ACTIONS

- Review and adapt training methods and techniques
- Develop more female coaches
- Analyze rules for Women's Wrestling
- Review event presentation and delivery for all women competitions

CREATE INCLUSIVITY ON THE ORGANISATIONAL LEVEL

ACTIONS

- Develop initiatives at international level
- Support regional and national initiatives
- Create leadership programme
- Actively promote developments and positive results

3. SUPPORT & CONNECT ASSOCIATED STYLES

United World Wrestling embraces many different Wrestling styles, both Olympic and Associated Styles. We must utilize this unique opportunity of having these disciplines under our umbrella.

We will support the growth of the associated styles and enhance the connection to them.



OBJECTIVES

CLARIFY PRIORITIES AND OBJECTIVES	ESTABLISH CONNECTIONS	CREATE SYNERGY AND WIN-WIN RESULTS
<p>ACTIONS</p> <ul style="list-style-type: none"> → Capture the current landscape → Benchmark against other sports → Gather input on priorities and objectives outlined → Publish plan on moving forward 	<p>ACTIONS</p> <ul style="list-style-type: none"> → Create a global United World Wrestling Summit to connect all styles → Foster exchange of knowledge and best practice between styles → Review structure of United World Wrestling to facilitate synergy between styles → Test new approaches to connecting all styles 	<p>ACTIONS</p> <ul style="list-style-type: none"> → Review competition structures → Increase cross-promotion → Facilitate education about different styles → Plan and communicate next steps

4. REVAMP & REINFORCE IMAGE OF WRESTLING

Wrestling is a beautiful sport and United World Wrestling a strong organisation – both of which we should all be proud of. However, we need to be better at showcasing the strengths of both our sport and our organisation.

We will showcase the unique and attractive image of Wrestling to audiences worldwide.



OBJECTIVES

CLARIFY THE IMAGE GAP

ACTIONS

- Analyse how we are seen
- Determine how we want to be seen
- Close the gap internally
- Close the gap externally

REVAMP THE IMAGE

ACTIONS

- Identify the intangible strength of Wrestling
- Outline the tangible strengths of Wrestling
- Produce new, attractive materials and promotions
- Activate new activities to showcase our image

REINFORCE AND MULTIPLY THE MESSAGES

ACTIONS

- Create tools and templates
- Support national federations in promoting image
- Develop partnerships that will amplify the new image and communication efforts
- Create cases and awards to share positive stories that reflect on the image

5. EMBRACE & FOSTER DIGITAL TRANSFORMATION

Digital technology is changing the world around us at a fast pace. We believe that we can get a lot more done a lot faster by embracing a more digital-focused working environment.

We will foster a culture of digital transformation across the entire organisation and sport.



OBJECTIVES

CREATE A ROADMAP

ACTIONS

- Analyse current landscape
- Identify opportunities
- Identify challenges
- Prioritise areas for improvement and implementation

BUILD UNIVERSAL UNDERSTANDING

ACTIONS

- Set goals
- Prepare internal team
- Prepare all other stakeholders
- Reinforce technology adaptation

FOSTER A DIGITAL CULTURE

ACTIONS

- Support national federations
- Provide trainings
- Monitor trends
- Create digital transformation dashboard to measure global status and progress

A UNITED EFFORT WILL TAKE US FORWARD

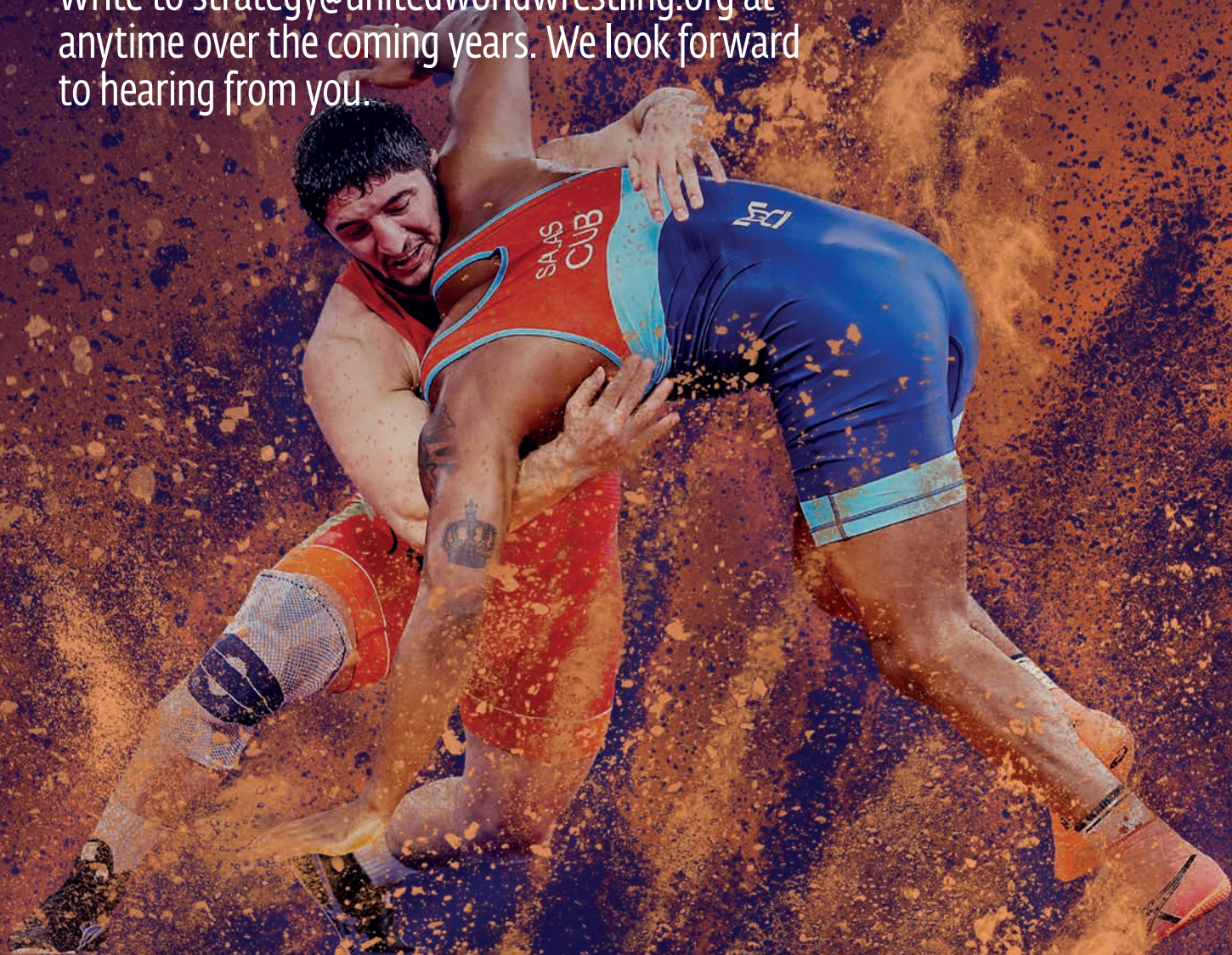
The activities for these five focus areas will mainly stem from United World Wrestling initiatives that will then help to support and activate activities at the regional and national level.

The selection of these five focus areas came from your feedback, and so we simply can't do this alone from our office in Switzerland. We need you to stay engaged and stay focused.

Keep these five focus areas in mind in your own national federation and make them a priority.

Reach out to us to share ideas and actions you have taken (or want to take) in your country.

Write to strategy@unitedworldwrestling.org at anytime over the coming years. We look forward to hearing from you.





UNITED WORLD
WRESTLING

UWW.ORG