



WFSGI STRATEGIC PLAN – SUMMARY 2023-2025

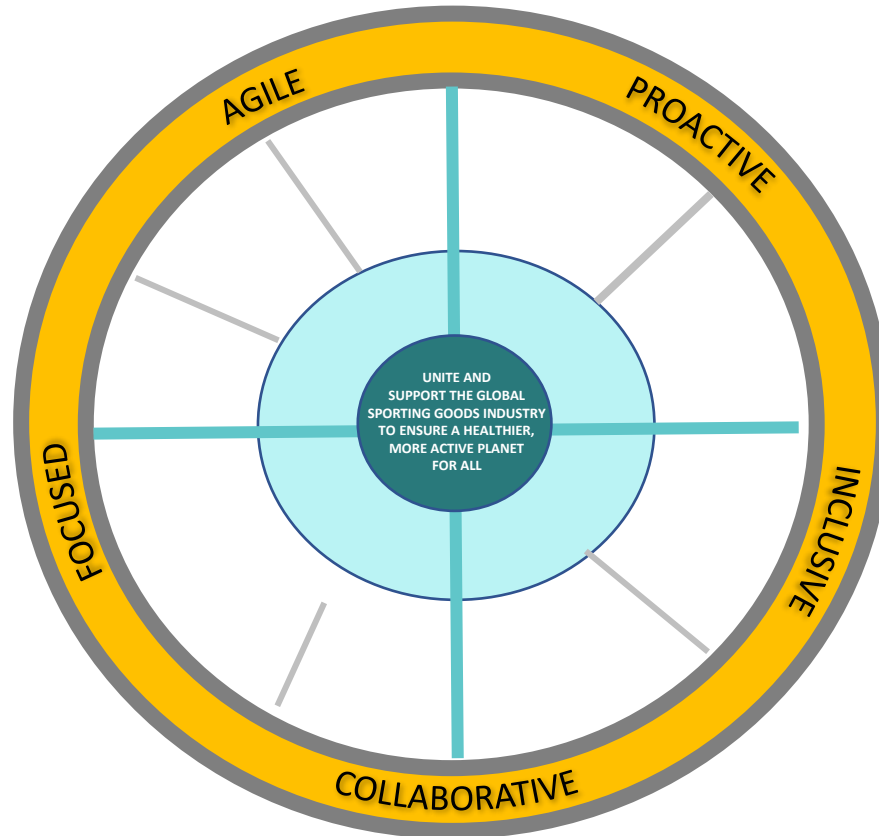
15 NOVEMBER 2023

PURPOSE

Unite & support
the global
Sporting goods industry
to ensure a
healthier
more active
planet for all

5/4/23

VALUES



Focused: our attention is directed toward delivering on our purpose for our Members.

Proactive: we aim to be ready and take action for our Members' benefit rather than respond to circumstances.

Inclusive: we listen to and value all Members, staff, and stakeholders, and treat them with dignity and respect.

Collaborative: we collaborate internally and with key external stakeholders to reduce inefficiencies and drive value for our members and the industry.

Agile: we are focused on delivering our members' priorities but frequently assess and adapt as needed to ensure our work remains valuable to our members.

PILLARS & PRIORITIES

