

The Ansoff Matrix

The Ansoff Matrix is used in business to explore new products and diversification into new markets. Here if is adapted into the sport environment with the aim of generating discussion, encouraging creativity, innovation and risk taking (options for the future)

New

PERFORMANCE AREAS OF

ncreased Risk

Build New Approaches. Do what you have always done but with different athletes, technology or providers. Look for different methods but essentially train the same way as before ("Train Smarter").

Try Something Different. Change athletes/providers and do different things; be innovative. Look for partnerships and strategic alliances e.g. talent transfer. ("Train Creatively")

Build Depth. Do what you have always done with the same athletes, technology & providers; expect similar results to what you have always got ("Train Harder"). These tend to be development pathways in elite sport

Build New Skills or try different things with the same athletes. Keep trying to get progress with the same athletes try to extend their life in sport ("Train Differently").

Existing

Existing

FITNESS, SKILLS & SERVICES

New



