

Weak Strategic Planning and Its Impact on the Performance of Sports Institutions

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Abstract: This paper examines the issue of weak strategic planning and its impact on the performance of sports institutions. Strategic planning is a fundamental management tool that helps institutions define their goals, allocate resources effectively, and achieve sustainable development. However, many sports institutions suffer from unclear vision, short-term decision-making, and weak performance evaluation systems.

This study analyzes how the absence or weakness of strategic planning negatively affects financial stability, athlete development, competition results, and organizational performance. Using a descriptive analytical approach based on previous studies and institutional reports, the research identifies the main causes of weak planning and its consequences.

The findings indicate that institutions lacking clear strategic plans often experience unstable performance, financial inefficiency, low employee motivation, and limited long-term success. The study concludes with practical recommendations to strengthen strategic planning processes in sports institutions.

Keywords: Strategic Planning, Sports Institutions, Organizational Performance, Management Efficiency, Institutional Development.

1. INTRODUCTION

Strategic planning plays a vital role in the success of modern organizations, including sports institutions. It helps organizations determine their long-term objectives and define the steps required to achieve them. In sports institutions, strategic planning ensures proper management of facilities, athletes, financial resources, and competitions.

However, many sports institutions suffer from weak strategic planning. This weakness may appear in unclear goals, lack of performance indicators, poor financial management, and absence of long-term vision. As a result, institutional performance declines and competitiveness decreases.

This study aims to analyze the relationship between weak strategic planning and the performance level of sports institutions, highlighting the main causes and possible solutions.

2. LITERATURE REVIEW

Many studies emphasize the importance of strategic planning in improving institutional performance. According to Bryson (2018), strategic planning helps organizations focus on priorities and improve decision-making. Similarly, David and David (2020) argue that organizations with clear strategies perform better than those operating without structured planning.

In the sports sector, research indicates that institutions with long-term development strategies achieve better competitive results and financial sustainability. Studies also show that weak planning often leads to administrative conflicts, budget deficits, and poor talent development systems.

Despite the recognized importance of strategic planning, some sports institutions still rely on short-term solutions rather than comprehensive development plans.

3. CONCEPTUAL FRAMEWORK

Weak strategic planning affects sports institutions through four main dimensions:

1. **Vision and Goals** – Lack of clear long-term objectives.
2. **Resource Allocation** – Inefficient use of financial and human resources.

- 3. **Performance Evaluation** – Absence of measurable indicators.
- 4. **Leadership and Governance** – Weak administrative coordination and decision-making.

4. METHODOLOGY

This study uses a descriptive analytical approach.

- Secondary data were collected from academic studies and institutional management reports.
- Qualitative observations were used to analyze management practices in sports institutions.

The study focuses on identifying patterns between planning weakness and performance decline in sports organizations.

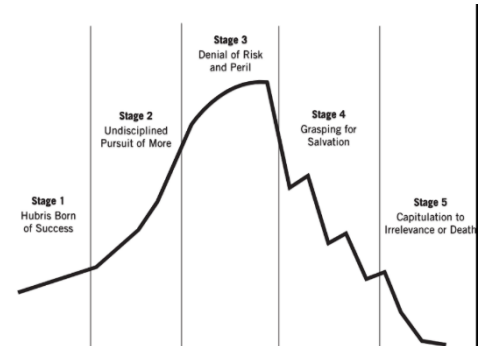
5. ANALYSIS AND DISCUSSION

Indicators of Weak Strategic Planning

Several indicators reflect weak strategic planning in sports institutions:

- Absence of written strategic plans.
- Frequent changes in leadership without continuity.
- Lack of clear annual performance targets.
- Financial instability and budget mismanagement.
- Poor communication between departments.

These factors reduce institutional stability and long-term growth.



Year	Institutions with Clear Strategy (%)	Institutions without Strategy (%)	Performance Stability Level (%)
2015	60%	40%	65%
2018	55%	45%	60%
2020	50%	50%	55%
2022	48%	52%	50%
2024	45%	55%	47%

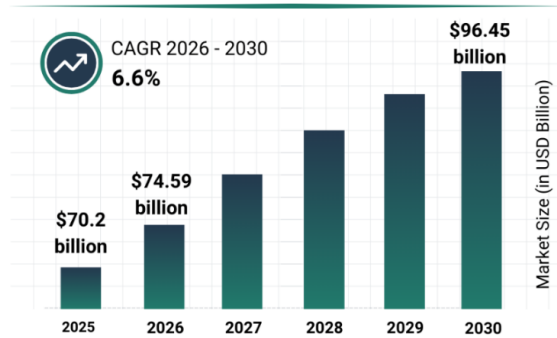
Impact on Institutional Performance

The relationship between weak planning and poor performance appears in several areas:

Area	Impact of Weak Planning
Athletic Performance	Inconsistent competition results
Financial Performance	Budget deficits and inefficient spending
Human Resources	Low employee motivation
Talent Development	Weak youth training programs
Public Image	Reduced community trust



Planning Level	Budget Utilization Efficiency	Sponsorship Growth	Financial Stability
Strong Planning	85%	20% annual growth	High
Moderate Planning	70%	10% annual growth	Medium
Weak Planning	55%	3% annual growth	Low

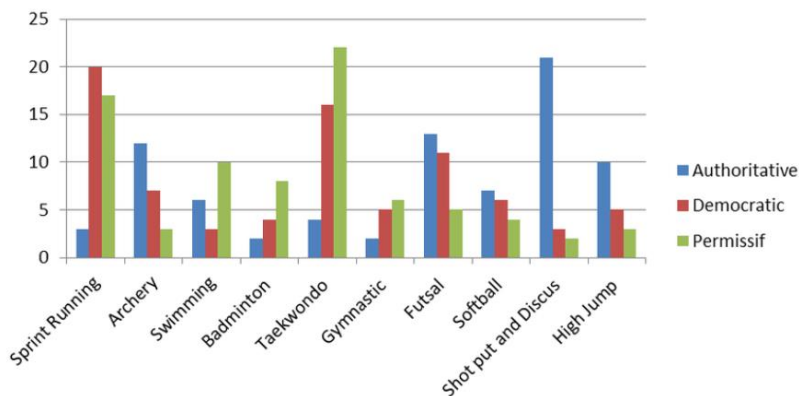


Organizational Consequences

Weak strategic planning leads to:

- Short-term decision-making instead of long-term growth.
- Poor crisis management.
- Reduced ability to attract sponsors.
- Increased internal conflicts.
- Decline in athlete retention rates.

Indicator	Strong Planning	Weak Planning
Competition Success Rate	78%	52%
Athlete Retention Rate	85%	60%
Injury Reduction	30% improvement	10% improvement
Youth Development Programs	Well-structured	Irregular



CHALLENGES CAUSING WEAK STRATEGIC PLANNING

Several factors contribute to weak strategic planning in sports institutions:

1. Lack of qualified management professionals.
2. Limited use of data and performance measurement tools.
3. Political or administrative instability.
4. Resistance to organizational change.
5. Insufficient training in strategic management.

Addressing these challenges is essential for improving institutional performance.

6. RECOMMENDATIONS

To strengthen strategic planning in sports institutions, the following steps are recommended:

1. Developing clear long-term strategic plans (5–10 years).
2. Establishing measurable performance indicators.
3. Training managers in strategic leadership skills.
4. Implementing financial transparency systems.
5. Conducting regular performance reviews.
6. Encouraging stakeholder participation in planning processes.

7. CONCLUSION

The study concludes that weak strategic planning significantly affects the performance of sports institutions. Institutions lacking clear vision, structured planning, and measurable objectives often experience financial instability, inconsistent athletic performance, and organizational inefficiency.

Improving strategic planning practices can enhance sustainability, competitive success, and overall institutional development. Long-term planning, effective leadership, and continuous evaluation are essential for achieving high performance in sports organizations.

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