
Professional Certificate in Motorsport Management

Strategic Planning in Motorsport Management

Balanced Scorecard: A performance metric used in strategic planning to identify and improve various internal functions of a business and their resulting external outcomes. It is composed of four perspectives: financial, customer, internal process, and learning and growth.

Budget: An estimation of the costs associated with a project or business plan, used to plan and allocate resources. In motorsport management, a budget may include costs for car development, team salaries, travel, and race entries.

Business Model Canvas: A strategic management and visual planning tool used to describe, design, challenge, invent, and pivot a business model. It is a template that allows for the documentation of key aspects of a business, including key partners, activities, resources, value propositions, customer relationships, channels, customer segments, cost structure, and revenue streams.

Contingency Planning: The process of developing a plan to respond to unexpected events or circumstances that may impact a motorsport team or event. This may include having backup equipment, alternate travel plans, or a reserve budget.

Core Competencies: The unique skills, resources, and capabilities that a motorsport team possesses and that give it a competitive advantage. These may include areas such as engineering, driver development, or team management.

Cost Leadership: A business strategy that focuses on being the low-cost producer in an industry. In motorsport management, this may involve finding ways to reduce costs through efficient operations, bulk purchasing, or leveraging economies of scale.

Customer Relationship Management (CRM): The practices, strategies, and technologies used to manage and analyze customer interactions and data throughout the customer lifecycle. In motorsport management, CRM may involve tracking fan data, managing sponsorship relationships, or analyzing customer feedback.

Differentiation: A business strategy that focuses on creating unique products or services that set a company apart from its competitors. In motorsport management, differentiation may involve developing innovative car designs, offering exclusive fan experiences, or providing superior driver training programs.

Diversification: A business strategy that involves expanding into new markets or product lines. In motorsport management, diversification may involve entering new racing series, developing merchandising opportunities, or offering consulting services.

Financial Planning: The process of creating a financial plan for a motorsport team or event. This may include creating a budget, forecasting revenue and expenses, and identifying funding sources.

Key Performance Indicators (KPIs): A set of measurable values used to evaluate the success of a motorsport team or event in achieving key business objectives. KPIs may include metrics such as race wins, fan engagement, or financial performance.

Marketing Plan: A detailed plan outlining the marketing strategies and tactics that a motorsport team or event will use to reach and engage its target audience. This may include elements such as branding, advertising, social media, public relations, and sponsorship.

Mission Statement: A statement that defines the purpose and goals of a motorsport team or event. It should be clear, concise, and memorable, and should inspire and guide the organization.

Objectives: Specific, measurable, achievable, relevant, and time-bound (SMART) goals that a motorsport team or event aims to achieve. Objectives should be aligned with the overall mission and strategy of the organization.

Operations Management: The management of resources, processes, and procedures to create and deliver products or services to customers. In motorsport management, operations management may involve overseeing the design, manufacturing, and testing of race cars, as well as managing logistics, scheduling, and personnel.

Portfolio Management: The process of managing a group of projects, programs, or other initiatives to achieve strategic objectives. In motorsport management, portfolio management may involve prioritizing and allocating resources to different racing series, car development projects, or sponsorship opportunities.

Positioning: The process of defining and communicating the unique value and strengths of a motorsport team or event to its target audience. Positioning may involve creating a brand identity, developing marketing messages, and differentiating from competitors.

Resource Allocation: The process of assigning and managing resources, such as personnel, equipment, and budget, to support the goals and objectives of a motorsport team or event.

Risk Management: The process of identifying, assessing, and prioritizing risks, and developing strategies to mitigate or avoid them. In motorsport management, risk management may involve identifying potential safety hazards, protecting against financial losses, and ensuring compliance with regulations.

Stakeholder Analysis: The process of identifying and evaluating the interests, influence, and impact of various stakeholders, such as sponsors, fans, regulators, and suppliers, on a motorsport team or event.

Strategic Alliances: Collaborative agreements between two or more organizations to pursue mutual goals and objectives. In motorsport management, strategic alliances may involve partnerships between teams,

sponsors, suppliers, or other stakeholders.

Strategic Control: The process of monitoring and managing the implementation of a motorsport team or event's strategy to ensure it is aligned with its objectives and resources.

Strategic Decision Making: The process of evaluating and selecting the best course of action to achieve the goals and objectives of a motorsport team or event.

Strategic Initiatives: Major projects or programs that support the achievement of a motorsport team or event's strategic objectives.

Supply Chain Management: The management of the flow of goods, services, and information from suppliers to customers. In motorsport management, supply chain management may involve sourcing materials, managing logistics, and ensuring quality control.

SWOT Analysis: A strategic planning tool used to identify and evaluate the strengths, weaknesses, opportunities, and threats facing a motorsport team or event.

Tactical Planning: The process of creating detailed plans and schedules to implement a motorsport team or event's strategy.

Value Chain Analysis: The process of identifying and evaluating the activities that create value for a motorsport team or event, and the costs and resources associated with each activity.

Vision Statement: A statement that describes the desired future state of a motorsport team or event. It should be inspirational, motivational, and challenging, and should provide direction and guidance for the organization.