



# PROJECT '24

Strategic Plan



# OBJECTIVES

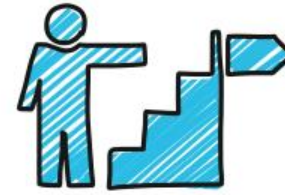
1. TO CREATE A FORMIDABLE TEAM THAT HAS THE ABILITY TO BE WOLRD BEATER.
2. TO WIN THE GOLD MEDAL IN PARIS 2024.
3. TO BE THE FINALIST OF THE THOMAS CUP 2024.
4. TO CREATE STRONG TEAM SPIRIT AND TOTALLY FOCUS ON WINNING MENTALITY.



SPECIFIC



MEASURABLE



ACHIEVABLE



REALISTIC



TIMELY

# SMART GOAL SETTING



MOVING FORWARD.....

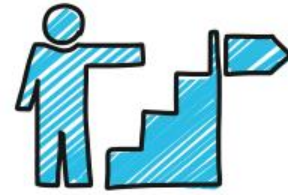
To have a smart and strategic plan and efficient implantation to achieve the vision mentioned.



SPECIFIC



MEASURABLE



ACHIEVABLE



REALISTIC



TIMELY

# SMART GOAL SETTING



**MOVING FORWARD...**

A TOTAL REVAMP IN STRUCTURE,  
WITH MORE COMPETITIVE KPIs BY  
CREATING A NEW EXCELLENCE  
CULTURE.



# ROLES & RESPONSIBILITIES

## Director of Coaching

- Guardian of Project '24 & coordination with MSN & Director of Sports Science
- Plan, oversee and review programmes, especially advising / approval on training program, tournament participation, performance review
- Report to C&T

## Director of Sports Science

- Responsible to lead and coordinate the sports science experts, including ISN to provide best sports science and medicine support services for Project '24
- Work with Director of Coaching & Head Coaches – incorporate sports science elements into training program
- Ensure each player has complete profile (physical, mental, etc.)
- Report to C&T Committee

## ISN/MSN

- Coordinate with Director of Sports Science to provide Sports Science Support as required by BAM
- Coordinate and to work closely with relevant personnel by providing effective and efficient administrative support.



# ROLES & RESPONSIBILITIES

## Head Coaches

- Working with the Director of Coaching and Director of Sports Science to design and plan specific training programs for his/her player to perform & achieve agreed KPI.
- To plan and implement the overall programme for the respective department.
- To continuously review player performance and adapt training program accordingly
- Report to Director of Coaching & C&T Committee.

## Coaches

- Assist and support Head Coaches in implementing training program
- Provide necessary feedback and review to Head Coaches to continuously improve player's performance



# ROLES & RESPONSIBILITIES

## C&T

- Ensure support services as below are provided in order to maximise player performances
- Ensure council decision & BAM policies are implemented
- Oversee the overall programmes and to provide the necessary support and encouragement.

## Performance

- Provide admin support to Director of Coaching
- Ensure reports, tasks (entries, withdrawals, etc.) are adhered to and submitted as per policies & deadlines of BAM, BWF, BAC
- Monitoring of world ranking, KPI, results, attendances, etc.
- Coordinate with logistics for timely arrangements

## Logistics

- Preparation of tournament budget
- Timely arrangements of visa, flights, transportations, accommodations in a manner to support player's best performances



# ROLES & RESPONSIBILITIES: PLAYERS



	<b>EAT</b>
	<b>SLEEP</b>
	<b>GAME</b>
	<b>REPEAT</b>





SET  
GOAL

MAKE  
PLAN

GET  
TO  
WORK

STICK  
TO IT

REACH  
GOAL



# Planning will be INDIVIDUALISED

- Tournament Plan
- Physical Fitness
- Mental Preparation
- Every players must have a personal file for effective reporting and review



# ELEMENTS OF PROGRAMMING & REVIEW CRITERIA

## World Ranking

- Current WR
- Target set every 4 months

## Tournament Results

- KPI set per tournament
- Reviewed after each tournament

## Physical Fitness

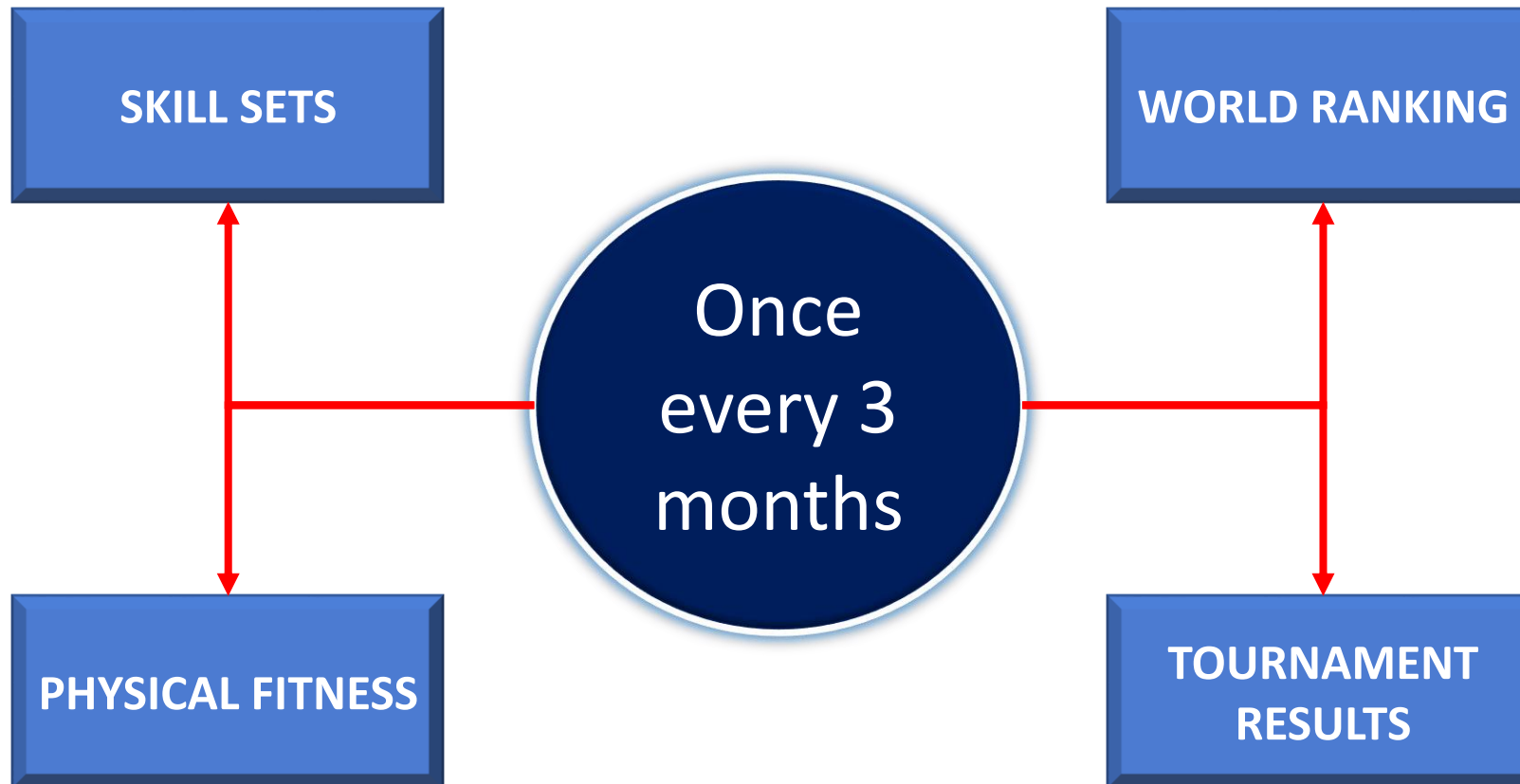
- Conditioning / strength
- Physical Profiling

## Skill Sets

- Identify technique weaknesses
- Specific training program



# PLANNING & REVIEW SYSTEM





# JOURNEY OF PROJECT '24

2020

- Thomas / Uber Cup
- Tokyo 2020
- World Tour Finals

2021

- Sudirman Cup
- World Championship
- SEA Games
- World Tour Finals

2022

- Commonwealth Games
- Thomas / Uber Cup
- World Championship
- ASIAD
- World Tour Finals

2023

- Sudirman Cup
- World Championship
- SEA Games
- World Tour Finals

# PROJECT '24



MEN'S  
Datuk Misbun Sidek

Hendrawan  
Indra  
Paulus Firman  
Vountus  
Hoon Thien How

Wong CH  
Coaching Director

WOMEN'S  
Datuk Tey Seu Bock

Rosman Razak  
Wong Pei Ty  
Loh Wei Sheng

XD  
Chin Ee Hui

Teo Kok Siang



# OVERALL CONCEPT



1. RELEASE CERTAIN SENIOR PLAYERS. ALLOW THEM TO PLAY INDEPENDENTLY. TO DO 'SMART' REVIEW ON 31<sup>ST</sup> DEC.2019.
2. SENIOR PLAYERS WHO ARE RETAINED SHALL BE REVIEWED IMMEDIATELY WITH MORE COMPETITIVE KPIs. ANOTHER 'SMART REVIEW' ON 30<sup>TH</sup> APRIL 2020.
3. TO IMMEDIATELY CHANGE EVERYONE'S MINDSET THAT "BUSINESS IS NOT AS USUAL."
4. WE MAY NEED TO FAST-TRACK CERTAIN YOUNG PLAYERS, THUS WE MUST EMBRACE UNCONVENTIONAL METHODS.
5. THE NEW STRUCTURE WILL FOCUS ON ELIMINATING SILO AND TO BUILD A TEAM.