

# John Petersson

## Candidate - IPC President







**Paralympic Champion**



**Experienced Businessman**



**Paralympic Leader**





# Long-term strategy

## Significant criteria - conditions

- Awareness – Known in the family
- Knowledge
- Leadership
- Skills and experience
- Content - track record
- Political sense
- Use your abilities and competencies, and combine them



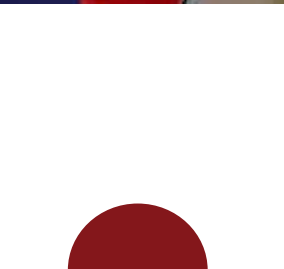
# Long-term plan (8-10 years before)

## Positions – Building up

- 2000-2005: Board member, NPC Denmark
  - 2005: Vice-President, NPC Denmark
  - 2005-2013: Member of the IPC Audit and Finance Committee
  - 2008-2009: Treasurer, European Paralympic Committee
  - 2009-2017: President, European Paralympic Committee
  - 2012-2015: Chair of the IPC Regions Council
  - 2013-2017: Member at large, International Paralympic Committee
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# Getting started!





# Mid-term plan (3-4 years before)

## Important areas

- Alliances
  - Nordic Mafia
  - “Good friends” around the world/Regions
- Key priorities and statements
- Team
  - Build up the campaigning team
- Promoting yourself – be visible and lobby



# Short-term plan (1 year before)

## Important areas

- Strengths and weaknesses of competitors
- Strategic challenges and opportunities
- Key audiences
- Key messages and Q&As
- Tactics and action plan
  - Communication (Manifesto/E-newsletters/Social Media/Website)
  - Lobbying activities (Face-to-Face/Phone calls/Endorsements)
  - Media relations (Around the Rings, Inside the Games, SportsCal)



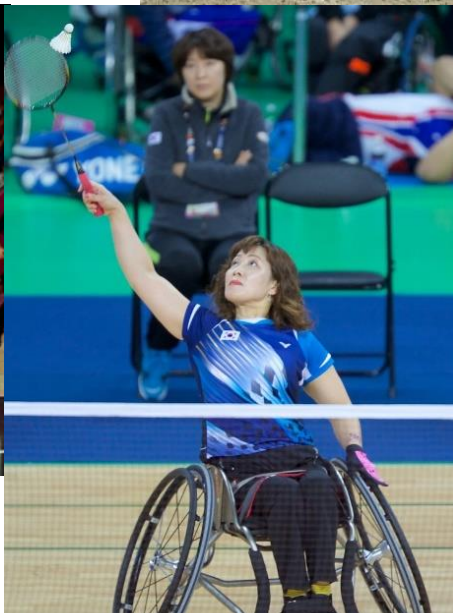
# *The Plan*

# More for our Movement



1. More youth development
2. More international youth competitions
3. More revenues for the Movement
4. More institutional partnerships
5. More collaboration with the IOC and IFs
6. More transparency in decision-making
7. More recognition and support
8. More athlete-centred classification system

# Getting started!



# Let “the match” begin

## Important areas

- Be yourself
- Show self-confidence without being seen as arrogant
- Be honest and trustful
- Be prepared
- Talk to as many as possible
- Plan the work and work with your team and alliances during “the match”





# What went wrong

## Some thoughts

- Competitions against the existing IPC VP supported by the existing IPC President
- Difficult to challenge the Membership if they are satisfied - continuities
- Impacted by a highly political situation due to candidate from NPC China
- Lack of support from NPC Sweden!!!!
- Change in and lack of support from European Members and IF's without my knowledge
- The future??





# Thank you!

*A Champion for the Movement*

