



# USA Boxing

## 2018-2024 STRATEGIC PLAN

APPROVED – June 14, 2018

### USA Boxing Mission

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To promote and grow Olympic-style amateur boxing in the United States and to inspire the tireless pursuit of Olympic gold and enable athletes and coaches to achieve sustained competitive excellence. Additionally, USA Boxing endeavors to teach all participants the character, confidence and focus they need to become resilient and diverse champions, both in and out of the ring. USA Boxing is *one team, one nation, going for gold!*

### 2018-2024 Strategic Priorities Overview

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To successfully advance its mission, USA Boxing will focus its time, energy and effort in the following key areas:

1. **Competitive Excellence.** Invest in opportunities to identify, recruit and retain diverse competitive talent; and provide resources and support to maximize elite athletes' podium potential.
  - A. Podium Performance
  - B. Coaching & Officiating Quality & Quantity
  - C. Female Sport Development
  - D. Training Centers
  - E. Adaptive Boxing
2. **Operational Excellence.** Pursue improved organizational relationship and capabilities, resource availability and adoption of business best practices.
  - A. Local Boxing Committee (LBC) Support
  - B. Policies and Procedures
  - C. National Event Staff
3. **Marketing and Communication Modernization.** Invest in talent and technology to modernize marketing and communication competency and fluency to stay attractive, relevant and viable with participants, fans, sponsors and donors.
  - A. People and Process
  - B. Platform
  - C. Customer Acquisition and New Markets
4. **High Performance Team Career Support and Alumni Outreach.** Enhance athletes' ability to fund their competitive careers while developing skills for life after sport; engage professional and retired boxers to be sport ambassadors and advisors to new athlete generations.
  - A. Athlete Financial Stability and Brand Value
  - B. Life Skills Development
  - C. Alumni Ambassador Network