INTRODUCTION BY HAROON LORGAT, ICC CHIEF EXECUTIVE

Strategy involves different things to different people – a common view is that a strategy should provide a high-level map of how we think the future will unfold and what we can reasonably predict. Five years ago, when we started planning our next five-year plan, we did not know what the future would look like and it was difficult to predict exactly how and when trends would emerge. The obvious challenge for any leadership is how to drive or facilitate clear and deliberate strategic choices.

The purpose of the ICC strategy is to provide a framework for the regulation and development of our diverse stakeholders – a framework that will enable us to make the necessary trade-offs as we navigate through what we need to achieve and how we will achieve it, even as the world continues to experience dramatic changes. Following our enormous two-year consultation and development phases to successfully implement our five-year strategy, we have now launched our strategic plan for the way forward. Let’s start boldly with the plan that is now all that matters.

Let’s start boldly with the plan that is now all that matters. The fundamental flaw is the assumption that the future is predictable. Four years ago when we were thinking about the future of cricket, who would have predicted the developments that have taken place? The profound effect of home truths, cricket, and the impact of domestic franchise setups, the uncertainty in, and the socio-economic realities of both Test and ODI formats, safety and security, the effects of the global economic crisis and so on.

But against this building the most exciting aspect of the strategic framework for international cricket is that change today is being driven primarily by opportunity rather than threat. We have a fantastic opportunity to significantly grow participation and interest in our game globally through our three relevant and viable formats – Twenty20, sustaining unprecedented growth. The recent ICC Cricket World Cup was acclaimed as a tremendous success and confirmed that ODIs and T20s are here to stay. A Challenging and reinvigorated Test cricket. The overriding themes of this plan focus on building a bigger, better, global game through a drive towards performance and more effective targeting. The following programmes have been identified as the main areas of change to facilitate this. They are all important, but need to be phased.

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A BIGGER, BETTER GLOBAL GAME

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ICV VISION OF SUCCESS

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