



Development Of A Strategy For The Development Of Physical Culture

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Annotation: The program-oriented approach to strategic planning is one of the types of strategic planning, which is based on the orientation of activities to achieve previously set goals. Any method of strategic planning is aimed at achieving certain goals.

Key words: physical culture, program-oriented approach, strategic planning, activity, achieve, methods, sport events

A key sport is a sport that is practiced by at least 5% of the city's population and/or allows its development to ensure a significant increase in the number of people engaged in it in conditions of limited funding. Mass sports is a part of sports aimed at physical education and physical development of the population through organized and/or independent activities, as well as participation in physical education and mass sports events. Sports facilities — real estate objects or real estate complexes specially designed for physical education and (or) sports events, including sports facilities. The organizer of a physical education or sports event is a legal entity or individual on whose initiative a physical education event or sports event is held and (or) who provides organizational, financial and other support for the preparation and holding of such an event. Sport is a sphere of socio-cultural activity as a set of sports that has developed in the form of competitions and special practice of preparing a person for them. A sports federation is a public organization that is established on the basis of membership and whose goals are the development of one or more sports, their promotion, organization, as well as holding sports events and training athletes. A sports facility is an engineering and construction facility created for physical education and/or sports events and having spatial and territorial boundaries. A sports competition is a competition among athletes or teams of athletes in various sports (sports disciplines) in order to identify the best participant in the competition, conducted according to the regulations approved by its organizer (regulations). Sports events — sports competitions, as well as training and other



events in preparation for sports competitions with the participation of athletes. Physical education is a process aimed at educating a person, developing a person's physical capabilities, acquiring skills and knowledge in the field of physical culture and sports in order to form a comprehensively developed and physically healthy person with a high level of physical culture.

Physical culture is a part of culture, which is a set of values, norms and knowledge created and used by society for the purpose of physical and intellectual development of human abilities, improvement of his motor activity and formation of a healthy lifestyle, social adaptation through physical education, physical training and physical development. Physical training is a process aimed at developing physical qualities, abilities (including skills and abilities) of a person, taking into account the type of his activity and socio—demographic characteristics. physical sports Vologda Physical culture events are organized classes of the population in physical culture. A physical culture and sports organization is a legal entity, regardless of its organizational and legal form, carrying out activities in the field of physical culture and sports as the main type of activity.

In this case, the basis of the planning process itself is the definition of the main goals and their setting, and only then the ways to achieve the previously identified goals are selected. The essence of a program—oriented approach to strategic planning in any sphere of life is to select priority goals for the social and economic development of society, develop combined measures to achieve them within the scheduled time frame with balanced provision of resources, taking into account their intended use. Thus, the program—target approach to strategic planning is based on the "goals — ways — ways — resources" scheme. To begin with, the goals that should be achieved in the end result are determined, after that, ways of their implementation are outlined, and then clearer ways of finding funds for their implementation. As a result, having defined any goals for himself, the creator develops a number of measures to achieve key goals. It follows that the feature of this planning method is not just a forecast of the future state, but the preparation of a specific program to achieve the desired end result. Therefore, the program —target method of strategic planning is topical, it allows not only to observe the situation in a particular sphere of life, but also to influence its final results.

A feature of program—oriented planning in strategic development is the way it affects the entire system as a whole. It is not the system that is placed in the



center of the corner, as a separate component, but its subordinate elements and the structure that developed in it earlier. From the provisions analyzed above, it follows that the key concept of program—targeted strategic planning is an event. A set of measures for the implementation of strategies. In turn, the system of strategies and the set goals achieved with their help is nothing more than a plan for the implementation of the strategy.

In the program — target approach to internal strategic planning, the basis of the organization's management is the so-called target program, which sets goals and a set of measures to achieve them. Since the environmental conditions are constantly changing, the program is supposed to be periodically adjusted and adjusted to the current state of the area affected by the strategy.

At the same time, the company's short-term development programs are a concretization and continuation of the target program. Carrying out a set of measures to change the goals and action program is the task of the head, namely the head of the senior level. The process of program-targeted strategic planning takes place in stages. At the same time, the following stages are highlighted:

1. Development of specific and general goals.
2. Definition of detailed goals for a given period of time (1, 3, 9, 15 years).
3. Finding ways and resources to achieve them.
4. Monitoring the achievement of previously set goals by comparing the plan with what is available. In practice, it is proved that the use of program—oriented strategic planning allows to increase the accuracy of forecasts and bring the planned indicators closer to real ones, which greatly contributes to the successful development of the strategy. This method is much more often used in government planning.

The program—target method is one of the most frequently used and most effective methods of government regulation used in most developed countries. This method involves the development of an action plan based on the development goals that were set at the very beginning. The basis of program—target strategic planning is also more specific tasks, direct impact on the placement of new organizations, migration flows, the development of certain spheres of life (development of new areas, economic recovery in depressed areas, resolution of acute ecological and economic situations, etc.).

The program-target method of strategic planning and management carries a certain the documentary base. The main document characterizing socio—economic processes, from the point of view of strategic planning and



determining the regulatory role of the state, are forecasts of socio-economic development for the relevant periods. Their content goes beyond forecasts, as they contain clear proposals on the impact on a particular sphere of life of a country or municipality. The most specific planning documents are comprehensive targeted programs. A targeted comprehensive program is a document that mirrors the goals and a set of production, research, organizational, economic, social and other tasks and activities aimed at solving social or economic problems in the most effective way.

According to the content, targeted comprehensive programs can be divided into several types.

1. Socio — economic programs — provide for solving social problems and improving the material standard of living of the population.
2. Production and economic programs are designed to solve major intersectoral problems in the field of production, contributing to improving the efficiency of existing and the development of new industries.
3. Regional or municipal programs are aimed at transforming regions, comprehensive development of new territories and solving other problems in the regions.
4. Comprehensive programs are developed for different periods, both long-term and short-term, depending on the specified period.
5. The development of targeted integrated programs using the program — target method of strategic planning is carried out in a certain order.
6. A list of particularly acute problems is being compiled.

A specific problem is highlighted and an initial task is issued for the development of a program to solve it, which defines the goals of the program, resources, participants in the implementation of the program and other necessary information.

An instruction is issued to develop a program to solve a specific problem. It recreates the goals of the program, resource limits, participants and other details for the implementation of the program. At this stage, the parameters characterizing the main goals of the program are identified and the tasks of its implementation are determined by separate, scheduled deadlines. Later, the main goal is broken down into sub-goals. The composition of instructions and a set of measures for the implementation of a set of programs are being formed. The composition of the main tasks of the program is determined based on the constructed hierarchy of goals. For each of the instructions, successive stages of



their implementation are developed. Calculation of the main indicators and resource support of the program. The costs of material, working, and financial resources necessary for the implementation of the program are determined. A list of material resources is displayed, indicating suppliers and recipients. At this stage, the effectiveness of the program is calculated.

The final stage. It is associated with the formation of documents, coordination and, if necessary, with the ratification of the program.

Mass physical education and sports and their popularization are an important factor in strengthening public health, the key to longevity, fruitful and active human life. At the same time, physical education and sports, in addition to maintaining and strengthening people's health, improve general culture, ways of communication, develop active forms of leisure, improve emotional state, are an alternative to bad habits and addictions, unite the urban community.

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