A consistent strategy with clear objectives and an explicit road map for implementation guides FIBA through all of its activities.

**OUR STRATEGY**

Basketball is the most popular sports community

We develop and promote the game of basketball...

...bring people together and unite the community

Increase number of people who like basketball

Increase number of engaged fans

Increase number of recreational participants

Increase number of FIBA licensed participants

Develop stars

Establish transparent roles and responsibilities

Extend access to required resources on all levels

Create efficient and skillful organisation

Encourage involvement and participation

Grow satisfaction of stakeholders