

CHANGE **ME.** CHANGE **US.** CHANGE **THE WORLD.**

OUR NEW STRATEGIC VISION AT THE INSTITUTE FOR SPORT AND SOCIAL JUSTICE



2023 marked an incredible inflection point in the history of the Institute for Sport & Social Justice (the Institute). Founded by civil rights icon Dr. Richard Lapchick nearly forty years ago, the Institute has been an innovative presence in the sport, activism, and social change space. But after a careful assessment of today's sports landscape, the Institute saw the need for a broader path moving forward.

Last year, the Institute partnered with social impact firm NextStage and conducted dozens of hours of research and discovery, with focus groups, partner interviews, and more, to reimagine where and how we could make the most impact.

This process allowed us to discover a new strategic vision, centered on our new theory of change:
Change Me. Change Us. Change the World.

Change Me: We believe impact starts at the individual level. We educate and empower individuals to realize how they can make a positive difference.

Change Us: We aim to build a movement of individuals who take what they have learned to inspire and transform their local communities.

Change the World: We work with global partners to lift-up and support their change making efforts and advance equity, safety, and inclusion. The movement we envision emanates from individual and community-based action that ultimately, will change the world.

Our strategic vision to Change Me, Change Us, and Change the World is activated through four key pillars.

Training & Education

The Institute's Huddle Up trainings, with targeted content for athletes, coaches, and staff (at all levels), are infused with active learning strategies, dynamic, and highly interactive. Created by, and for, athletes, we inspire leadership, increase trust, and elevate the culture of an organization.

Global Engagement

The Institute works with sports teams, leagues, federations, and governments to drive policy, connect people, and inspire change around the world. Through education, exchanges, and events, the Institute works with key stakeholders to promote mutual understanding and justice-focused solutions in sport.

Knowledge Creation

A gap we identified in the sports world is the absence of data in creating action-oriented solutions to complex social problems. The Institute provides tailored research, culture & climate assessments, and DEIB-infused human capital benchmarking tools designed to help practitioners address real-world challenges.

Community & Youth

Our goal in working with youth is simple: **to empower the next generation of leaders.** The Institute works with schools, after-school organizations, and sport programs to provide life-changing educational tools for the leaders of tomorrow to start impacting their community today.

Over several decades we introduced many human-centered standards within the sports industry, and to move forward we needed to take stock of our history while carefully plotting a course for our future. We now have renewed clarity and a defined roadmap, and have begun to put our new pillars into practice.

Want to work with us? Get in touch.

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