

Something new? Innovation after COVID-19. A must for tennis

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01 Innovation?

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04 How to innovate in tennis?

05 Conclusions

01 Innovation?

/. **What?** Adopt and use a novel idea or behaviour

/. **What for?** Improve access to sport, increase fan interest, maximize performance, regulate gaming, increase funding, improve the consumer experience ...

/. **Why?** Crucial to improve quality, efficiency and effectiveness, grow, take competitive advantage, add value and satisfy consumers

/. **When?** COVID-19 has created an unprecedented situation worldwide. It has affected all aspects of human existence, and sport among them

(Winand & Hoerber, 2017)

02 Who innovates in tennis?



- /. **Private companies** operating in the tennis sector are often for-profit organizations
- /. **Federations, associations and clubs** are usually non-profit institutions or entities
- /. **Individuals** such as coaches, players, referees, managers, fans ...



03 What is to innovate in tennis?

TYPES

- /. **Technical innovation:** products, services, projects and technologies
- /. **Administrative innovation:** processes, systems, policies and structures

DIMENSIONS

- /. **Strategic:** environmental, markets
- /. **User:** expectations and satisfaction
- /. **Finance:** funds, sponsorships, resources
- /. **Human:** staff, volunteers, fans

(Hipp & Grupp, 2005; Walker, 2008)

04 How to innovate in tennis?

Innovation in tennis must be introduced to the market as a solution to existing challenges or needs

/. ATTITUDE

/. ACTIVITY



04 How to innovate in tennis?



/. ATTITUDE

- /. **Mindset**: open our mind
- /. **Philosophy**: adapt our philosophy
- /. **Focus**: be positive towards novelty
- /. **Leadership**: empowering people

- /. **Vision**: think about the future
- /. **Facilitation**: making tennis possible
- /. **Sustainability**: environmental awareness
- /. **Strategy**: solid competitive position

(Buttfield y Polglaze, 2017)

04 How to innovate in tennis?



/. ACTIVITY

- /. **Planning**: identify needs
- /. **Scope**: focus on the local environment
- /. **Cooperation**: seek partnerships
- /. **Savings**: implement measures

- /. **Instrument**: use technology
- /. **Communication**: inform your audience
- /. **Priority**: creating a safe environment
- /. **Financing**: internal and external resources

(Buttfield y Polglaze, 2017)

05 Conclusions

/. **Key:** not to return to the situation prior to COVID-19, but to a better ecosystem in the world of tennis.

/. **Responsibility:** all of us who love tennis have a great responsibility to transform it for future generations.

/. **Act:** use innovative strategies to accept the challenge, promote, adapt and improve our sport.



05 Conclusions

“With the global COVID-19 pandemic, we are all living in much uncertainty. At this point in time, this uncertainty is far from subsiding [...]. This new situation will need all our solidarity, creativity, determination and flexibility. We shall all need to make sacrifices and compromises. Extraordinary circumstances call for extraordinary measures. This situation requires every one of us to do our part, and this applies to all of us”.

Thomas Bach, IOC President (2020)

Many thanks!

