WCA STRATEGIC PLAN
2025 - 2028

INTRODUCTION

Welcome to the World Cube Association's Strategic Plan for 2025 - 2028; this strategic plan builds on WCA Vision and Strategy 2021 - 2026 and incorporates feedback from our members and Regional Organizations, who all make speedcubing the sport it is today.

The WCA stands at a crossroads, and to truly thrive, we must be ambitious and transformative. This new Strategic Plan is a direct response to the explosive growth and rapidly changing environment we have witnessed in a post-COVID world.

As part of this process, we have taken a critical look at our Mission Statement and, in doing so, have crafted a new Purpose Statement that we believe is a truer reflection of who we are and where we are headed. Our purpose is to empower the global speedcubing community and uphold a fun and fair competitive environment for all.

The WCA encompasses a global community, one that provides opportunities and creates connections and friendships across every continent. This strategy aims to extend our global footprint, by growing our Volunteer base, appeal to a new generation of cubers, Volunteers, fans, and partners, ensuring that the WCA can grow sustainably. We have articulated five core values that encapsulate the standards we believe in and aspire to. The WCA values are: Community, Fairness, Fun, Excellence and Volunteerism.

In line with the Purpose Statement and core values, the Board has identified a set of Key Results Areas. These KRAs define a series of high-priority outcomes that we are committed to achieving. These broad priorities of Growth, Systems, Partnerships, Events & Championships, and Volunteers constitute our areas of focus for the next three years.

This journey is not one the WCA Board can take alone. Our community is full of passionate, clever, and dedicated people who want to see speedcubing succeed. This is our shared strategy, and we invite you to join us on this exciting journey to a new and vibrant future for speedcubing.

- WCA Board of Directors

WORLD CUBE ASSOCIATION®

Our Purpose
is to empower the global speedcubing community and uphold a fun and fair competitive environment for all.

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OUR VALUES

COMMUNITY

We believe in bringing people together to share our passion for speedcubing. Whilst our Community is global, we strive to maintain a welcoming, supportive and inclusive environment. Wherever you are in the world, you are always welcomed to a WCA competition and into the Community.

FAIRNESS

We believe in providing a fair and equitable competitive environment for all competitors. This commitment is essential for maintaining the trust of our community and the integrity of competition. The value of fairness underpins our ability to create an environment where people can strive for excellence and have fun.
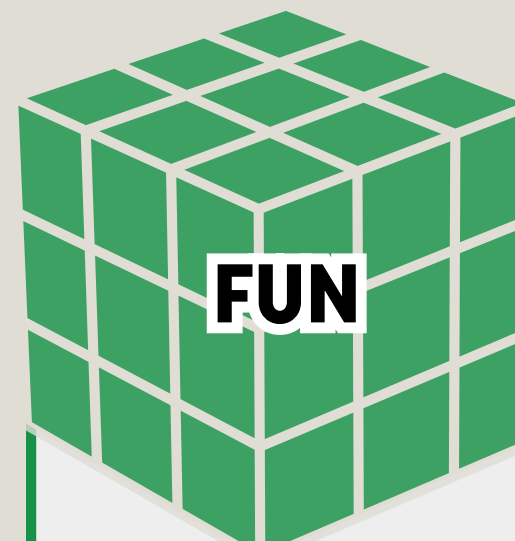
FUN

We believe that the heart of speedcubing lies in the fun of competing and connecting with others. Our aim is to create a positive, playful, and enjoyable atmosphere at every competition for the whole Community. This dedication to fun drives us to ensure that WCA competitions are not only competitive but also engaging experiences where lifelong friendships are formed.

EXCELLENCE

We believe in pushing boundaries and striving to be the best you can be with honesty and integrity. We strive to create a competition environment where people can strive for excellence, as well as continuously improve what we do and how we do it and to provide an excellent experience for all Community Members.

VOLUNTEERISM

We believe in the power of volunteers, from the Community Members helping at competitions to our leaders. Participating in a WCA competition is more than just competing; it's also about helping out and contributing to our shared success.

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KEY RESULTS AREAS

The five Key Results Areas below represent the high-priority outcomes that the WCA will focus on over the next three years.

Growth

Sustainable growth for a bigger, brighter future

- Improve our governance processes and policies
- Encourage newcomers to participate in our sport
- Develop pathways for elite competitors
- Develop a system to track the WCA's performance metrics
- Improve financial accountability and processes
- Encourage the number, growth and maturity of Regional Organizations
- Seek recognition as an international sporting body

Systems

Maintain and improve our database and systems

- Continue the engagement of dedicated experts to maintain and enhance our software systems
- Increase community contributions to the WCA codebase
- Develop a prioritized pipeline of projects and software enhancements
- Strengthen our results database

Partnerships

Improve sponsorship and viewership

- Nurture and support our existing relationships and recognize their contribution to the WCA
- Seek new partners relevant to the delivery of the WCA's strategy
- Develop a strategic digital media plan to expand the WCA's profile

Events & Championships

Improve the WCA Major Championship portfolio

- Develop and deliver a spectator friendly Head to Head competition format
- Improve the consistency and quality of our Major Championships
- Improve streaming capabilities, frequency and quality
- Capitalize on the commercial value of our championships
- Develop a framework that supports the changing of WCA events

Volunteers

Grow the number, quality and focus of our Volunteers

- Develop a standardized Delegate and Volunteer training program
- Provide a specialized training program for our Integrity team
- Invest in and grow an executive management team to support the WCA's Volunteer base
- Improve inter-Team functioning and communication