



THE TIMES 100

Edition 14

London 2012: achieving the vision

Questions

1. When and where were the first Olympics held?
Greece 1896.
2. How much money is needed to be raised in order for the Olympics and Paralympics to take place?
£2billion.
3. What is a stakeholder?
A stakeholder is anyone who has an interest or is effected by that business e.g employee, consumer, worker, government, suppliers etc.
4. How many athletes will the London Games bring together?
14000 athletes.
5. How many countries will the London Games bring together?
205 countries.
6. What is the difference between a vision and an aim?
A vision is what the business wants to achieve overall, whereas an aim is more specific in what the business strives to achieve.
7. What does the acronym LOCOG stand for?
London Organising Committee for the Olympic Games and Paralympic Games.
8. List LOCOG's values.
Inspirational; open; respectful; team; deliver; distinctive.
9. How might autocratic and democratic management styles be used during the running and preparation of the London 2012 Games?
Autocratic might be used when there is no leeway for interpretation e.g. health and safety, whereas democratic may occur if input from workers and athletes is needed to find the best solutions etc.
10. Why is LOCOG keen to set SMART objectives to all its stakeholders?
To ensure that the tasks set are specific; the tasks can be measured for progress; the tasks set are agreed and achievable by those completing them; that the tasks set are realistic to achieve; the tasks set can be achieved in a certain period of time.



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11. What are key performance indicators and why are they used?

They are used to measure the targets set e.g. the number of spectators travelling by public transport, was the transport on time etc against the targets being set.