

Welcome back

The third issue of *FWD Thinking* is here with another Leadership Lesson. Previously Frank looked at what attributes make a great leader and discussed how great leaders or coaches challenge the extreme and go beyond perceived limits in their pursuit of performance excellence; then, how leaders/coaches in business and sport develop people for a better life.



In order to do this, the leader must have **20:20 vision** to lead the team through short term challenges without losing sight of the long term goal. For a full copy of this abridged article, please send email to office@fwd.uk.com

Enjoy reading this issue and please pass on to anyone who may benefit from Frank's FWD thinking.

20:20 Double Vision

By Frank Dick



If we are to get things right as a team or organisation, there must be more to it than simply wearing the same "badge". We must know what we live for; what we aim for; what we stand for. . . and why.

What we live for. US General George Patton suggested: "The idea is not to die for your country; it is to live for your country." That is equally correct in the context of the badge we wear; that we collectively belong to and which binds us together.

Sir Alan Ferguson insists that the "club", the "badge" we wear, must come first in all things. It is by commitment to living our lives for the "badge" that the badge itself has life.

Why? Because it is fundamental to the sustainable strength of the badge that in our time we deliver on that commitment.

What we aim for. We must have 20:20 double vision in what we aim to achieve. In doing so, it is essential to establish clear priority in setting the strategies to achieve these two visions.

First vision is the "dream" – the enduring aspiration to reach beyond the horizons which others see as excellence. And excellence must be constantly redefined. Yesterday's world record will become tomorrow's entry standard.

To do so, our long term strategy must focus unblinkingly on "achieving sustainable performance excellence in what we do and how we do it – personally and collectively."

Second vision priority is to do with the moments that are about us now. Each can influence the outcome of immediate challenges. Yet we cannot know in advance which one! So each must be visited by personal excellence.

A short term operational strategy must be in

place to address the immediate challenge; to seek the moment; seize the moment; and never doubt ourselves for a moment.

Why? Because sustainability starts with understanding the dream and what we need to do to make it happen; then planning backwards from that. This means that to invent the future, we must invest in the future. But we must also deliver progress in the process of preparing to achieve the dream.

The attitude in some organisations is that immediate results are the criteria used to assess performance. What chance will such an approach afford leaders the opportunity to build a legacy for achievement?

We must learn to value our people not only for their own performance, but for their commitment to personal development and the development of those they influence to create such legacy.

So in the moments we have the privilege to live for the badge, we at once work to ensure its future increasing greatness, while delivering performance excellence in our time.

What we stand for is embodied in our values and defines what integrity means for us. Values are like a highway code for our journey to keep our appointment with our dream. They must be lived through how we think, what we do, what decisions we make, how we behave, or they are meaningless.

Why? Because if we don't stand for something, we stand for nothing. Sharing our values and living them is what creates trust throughout all who wear the badge and all who experience what we live for, aim for and stand for.

And all of this makes us better at being different. And that's what makes us winners.



Tweet of the month

You can follow Frank at www.twitter.com/frankdickcoach. This was the most popular tweet in the last 30 days:

"Beginners in any walk of life must not be coached by beginner coaches, but by the best coaches of beginners. There's a special art to that."

CONTACT FRANK

If you wish to find out about Frank's availability or book him for a presentation or workshop, go to www.frankdick.co.uk, or call +44(0)20 3603 0115 or email: office@fwd.uk.com

Frank's books *Winning Matters*, *Winning, Winning Lines* and *Sports Training Principles* are all available for purchase by email to:

office@fwd.uk.com

New subscribers to **FWD Thinking** receive a free copy of *Winning*.

Events & Travels

- As a guest of the South African Chamber of Commerce on 22nd April, Frank presented to business leaders who have interests in both South Africa and the UK. Tweets after the event: "Thanks [@frankdickcoach](https://twitter.com/frankdickcoach) for the great reminder: "If not you, who? If not now, when?" and "Inspired by [@frankdickcoach](https://twitter.com/frankdickcoach) "Knowledge only teaches you the science of what to do but experience teaches you the art of how to do it."
- Frank had a very important speech to make in April, his first time as a "Father of the Bride." Inspiring words albeit slightly more emotional than usual!
- Internationally acknowledged as the "Coach's Coach", Frank is a world leader in shaping coach development. As such he receives many invitations to present to other coaches and takes every opportunity to champion coaches' rights and representation. He recently presented to national level coaches and coaching masters students in Paris as a guest of INSEP, the National Institute of Sport, Expertise and Performance. In April he attended and presented at the first ICCE meeting of European Coaches Associations.
- Frank has a busy travel schedule with stops organised in Glasgow, Portugal and Vancouver in June; USA in July; Denmark in August; South Africa in September; Moscow, Bulgaria and Rome in October; Canada in November; and the USA again in December. If you are aware of a need for Frank's services in these parts of the world let us know and we can try to double up and save on travel expenses.



Frank with organisers after presentation at South Africa Chamber of Commerce

The Global Coaches House

The next Global Coaches House will take place at University of Strathclyde in Glasgow during the Commonwealth Games 26th July to 2nd August 2014. Frank designed and will direct the program, as well as present several topics. This is an amazing opportunity for coaches and leaders to get together and benefit from an incredible program with sessions including half day and full day programs and working lunches, presented by world class coaches. The sessions are incredibly valuable to all those who are in the business of developing people: from coaches or leaders in business to coaches or leaders from any sport. Learn more at: www.globalcoacheshouse.net



Frank gets coaches on their feet during Global Coaches House in Calgary during the Winter Olympic Games.

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