

Welcome . . .

... to the second issue of *FWD Thinking*. Frank has continued the leadership theme from the previous issue. 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.

In this issue Frank delves further and relates how leaders/coaches in business and sport develop people for a better life, not just for better performance at work or in their chosen sport.

We hope you enjoy reading and please pass on to anyone who may be interested.

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More like coaches, less like cops.



Leadership is not about creating followers; it is about creating ownership and teamship in pursuit of a common purpose. Great leaders, then, whatever their field of endeavour, are great playmakers, generating an environment where everyone in the organisation can achieve sustainable performance excellence personally and collectively.

This is something that has to be worked at, because it is not easy. It is not something you can be taught through books, lectures or online! It is something that you learn through experience. The problem with experience, as Vernon Law advised, is that she "is the toughest of teachers because she gives the test first, the lesson afterwards"! The key here is to have access to a coach or mentor to help you understand the lessons as you travel the pathway of life experience.

In a sports team, the players are selected for their diversity according to the specific competencies required of their role in the team. And they also bring diversity in the shape of ability level, experience and culture. So also in business. The leader's task, then, like the conductor in an orchestra, is to ensure that each player and section of the team or business is developed to deliver a performance that stretches potential, while harmonising the diversity that is the contribution of each to the collective endeavour.

So, as you'd expect, I think that great leaders

are more like coaches and less like cops.

Coaches in sport not only develop people for the sport, but through sport for a better life. Of course, the coach focuses on technical things like techniques, training and tactics. But they also focus on behavioural things like living agreed values and managing relationships. The behavioural dimension, when we get that right, is as relevant to life outside sport as in the training ground and competition arena.

It seems to me we can do the same in business. In developing our people for their role and through their role, we can enrich their lives beyond the business.

And some organisations go a step further by supporting personal development for activities and interests outside the business. This can not only add value to their lives but to the community. It may also bring different and new sets of competencies to the business.

Just as great coaches have great leadership skills, so great leaders have coaching in their competency set.

So, I look forward to seeing you on the coach's bench!





Tweet of the month

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

"To go beyond excellence you must step to the edge of risk. The thing is if you don't risk anything you may be risking everything. "

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

- On 4th March in London, Frank took part in the Leadership in the 21st Century event, organized by Harrington Starr and attended by 250 leaders in financial services and commodities technology. Toby Babb, who organised the event said of Frank, "The feedback on you in particular has been phenomenal. The guys in the office have been quoting you all afternoon and this morning!"
- Also in March, Frank was keynote speaker for Senscot, which is a network of Scottish social entrepreneurs. Tweets during and after Frank's talk included "thought provoking and inspirational", "totally inspiring session" and "I'm atop my mountain and I can see the next one from up here! Onwards and upwards "
- One of the UK's largest employers engaged Frank to conduct a lively leadership workshop, also during March.
- As a staunch believer in coach education, Frank was honoured to have had the opportunity to present to national level coaches and coaching masters students in Paris during March as a guest of INSEP, the National Institute of Sport, Expertise and Performance.
- The month of February kept Frank busy in Calgary as Director of the ICCE Global Coaches House program. A fantastic week of networking and presentations took place during the Winter Olympics. A live link with Sochi provided opportunity for coaches to learn in real time from the experience of the Games. However, Frank was not sure about attention levels during the ice hockey final!
- Countries that Frank already plans to travel to: Germany in April; Portugal and Vancouver in June; USA in July; Denmark in August; South Africa in September; Bulgaria and Rome in October; Canada in November ; and the USA again in December.



The Global Coaches House.

Plans are far advanced for the next Global Coaches House to take place at University of Strathclyde in Glasgow during the Commonwealth Games 26th July to 2nd August 2014. This is an amazing opportunity for coaches and leaders to get together and benefit from

an incredible program of material for coaches to beginners, developers and high performers. The choice of sessions include half day and full day programs, as well as working lunches, with presentations 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; and from parents to teachers to managers. Learn more at: www.globalcoacheshouse.net



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