

Welcome . . .

... to the inaugural issue of *FWD Thinking*. We hope the thoughts and ideas presented within will help to keep you motivated so that you can carry on winning in both your business and personal life.

Each future issue will include a feature article, a focus on health and a round-up of Frank's activities and travels.

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

Happy New Year

Best wishes to everyone for a happy and healthy 2014 with great things to learn and experience in the months ahead.

What makes a great leader?

By Frank Dick



I see a big connection between those who, like you, are or intend to be great leaders or coaches. Both understand that pursuit of personal performance excellence is about challenging the extreme; going beyond perceived limits.

Their *raison d'être* is achieving their goals through the performance excellence of others. They take people from dependence through interdependence to the independence of taking ownership, making right decisions, taking effective action in their arenas and being accountable for the outcome.

To achieve this, coaches or leaders must persistently aspire to and deliver their own role excellence. They want to achieve, believe they can achieve and persist until they do. It is physical, emotional, intellectual.

There is a certain relentlessness to this drive and it brings a personal need to persistently push through boundaries. No matter how often they have bounced off perceived limits, they keep bouncing back until they break through.

They are incurably resilient. They live for the extreme, the stressors that come with perpetual motion and pressure finds them feeling exalted – not exploited.

They actively pursue those moments of adrenaline rush when they know they are right on the edge of risk. Fear fuels courage and that in turn has them seek risk.

They are reading the next “mission impossible” challenge even before they have completed on this one. Whether shuttling between continents at 36,000 feet; negotiating deals that are measured in millions; orchestrating culture change; or the fraction of a percentage that separates defeat

and victory in the arena, the consequence of what they do may significantly impact thousands of people one way or another. And this, often endeavouring to do things that would normally require several persons, not just one!

Why? Because they do not want just to survive; they want to win. They don't just want to be better; they want to be exceptional.

They dare to be so.

They have a strong sense of professional pride; seeking to constantly redefine excellence and deliver on that in practice, even on off days. They will not compromise on quality, no matter what speed or rhythm of performance is demanded of them, nor the complexity and number of their simultaneous tasks. In this respect there is intuitive review of how things can be done differently and better, personally and through others.

They work out early that they must deal with each moment in life's arenas as if it was the most important in their life, whilst simultaneously preparing themselves and others to create then realise tomorrow's dreams in substantially different arenas. They fight to make and be the winning difference.

They seek out tougher challenges, the higher mountains others would not dare to climb, because they know that facing the challenge of adversity and uncertainty is the key to raising performance levels. Getting to the top of a mountain today, for them, earns the right to go for a tougher one tomorrow.

And we will all have tougher mountains to face tomorrow. You will already be familiar with all of this, because you are already there!

* * * * * *more news overleaf...*



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 build a winning team: Attract the right people; develop their skills; involve them in decisions; constantly inspire them; unleash their genius.”

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.

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

Events

Frank has had a busy start to 2014:

- On 9th January 2014, Frank presented at an exciting event in Dublin where he shared the limelight with several notable speakers, including Colonel Chris Hadfield, famous for tweeting and singing to Earth from space. Frank presented (without singing!) at The Laya Healthcare Pendulum Summit entitled “Wisdom from Inspirational Minds”.
- In January Frank will also be presenting to a loyalty company, a major FMCG organisation, and at the launch of a sporting academy in Scotland.
- In the past several weeks, Frank's travels have taken him to South Africa, Calgary, New Jersey, and Brussels as well as all over the UK. He has presented to a major pharmaceutical company, a children's charity, an international consulting firm, and to coaches at several sports organisations. His next travels will take him back to Calgary, then Ireland, California and Moscow, along with several stops in Scotland.



Above, Frank presenting at the Pendulum Summit and right, after the event with Colonel Chris Hadfield



Current Projects

Corporate and sporting projects, as always, keep Frank very busy. Here is just a taste of what he has been working on the past few months:

- Frank is currently updating his book *Sports Training Principles* published by Bloomsbury. First available in 1980, this book is now in its sixth edition, and it has been widely used as a textbook for students all over the UK (and English speaking world) involved in sports.
- As the ICCE Global Coaches House Program Director at London 2012 Olympics, Frank will continue in this role through Rio 2016. The confirmed 2014 events are scheduled for Calgary, Canada 15-21 February for the Winter Olympics in Sochi; and Glasgow, Scotland 26 July—2 August for the Commonwealth Games.
- Frank led, along with David Sheepshanks, the inaugural meeting of St George's Park “Beyond Excellence” group at St George's Park at the end of October. Three outstanding guest experts discussed the topic “Leadership”, bringing quite diverse mindsets from the Olympic Arena, frontline military engagement and the medical world. Redefining excellence means changing our mindsets.

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