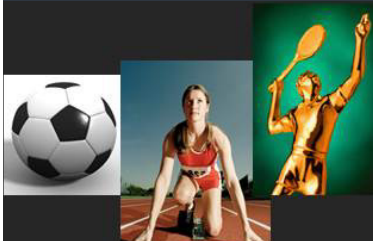


Summer of Sport

In the excitement of this summer of sport – with Wimbledon, Football World Cup, Ryder Cup and the upcoming Commonwealth Games to name but a few, it seems appropriate to focus this issue on “teamship.”



Previously we discussed that to get things right for the team, we have to know what we live for, what we strive for and what we stand for. But how do you get your team or organisation to work in harmony to achieve its common purpose? Enjoy reading this issue and let Frank know if you have any queries. Please pass on to anyone who may benefit from Frank's FWD thinking.



TEAM TALK



A team is different from a group of individuals because it has a common purpose.

Leading and coaching a team to achieve its purpose is not about promoting uniformity, but about creating harmony from diversity.

In my view, organisations from sport to businesses are like orchestras. There are diverse roles to be delivered in producing the “music” of the organisation. There are diverse people in terms of expertise and experience working to play their part. From such diversity, the leader, like the conductor creates harmony that only he or she and the customer/audience hears.

Building a team goes through stages:

Attract – People must want to belong to the organisation and know it's the place to be to grow professionally and personally. The organisation must have that image and deliver on it.

Select – When you talk selection, you must think succession. You are not selecting for yesterday but for today and the future. So potential trumps record as you focus on tomorrow's long term sustainable success while hitting today's results.

Develop – A critical criterion in selection is “coachability.” Does the person have an attitude that demonstrates he or she is hungry to learn? The organisation must have skills, styles, systems, strategies and structures in place to address development needs at all levels in the organisation.

Involve – There must be processes in place for newcomers to be integrated in a team within the organisation and within the greater “team” the organisation itself represents. The relationships that bind a team must be worked at and never assumed. The strength of its interdependence is founded on this. Central to the concept of interdependence is “involvement” – from the feeling of teamship as “our team - my responsibility”; to taking responsibility for personal and collective development and performance; to being accountable for decision making under pressure for the team.

Inspire – I believe all people are highly motivated when they join an organisation. Sometimes, however, that motivation wanes over time. As in any relationship, a positive motivational climate must be worked at. The challenge is less about motivation, because that's there at the start, than about avoiding demotivation. That, in my experience, invariably comes down to communication and ensuring people feel a sense of challenge.

Unleash – Great leadership and coaching aims to prepare people to take ownership of their development and performance; to make right decisions and judgement calls for the team; and to deliver their role effectively and excellently every time. While team tactics and strategies must be agreed and committed to, there must also be room for the imagination to take over. This works given that everyone understands the roles of other team members and that there is consistent open communication where briefing and debriefing enjoy constructive candour.

The three critical areas of skill in great teams are:

The Number on your shirt – Roles and responsibilities that reflect specific role expertise.

The Badge on your shirt – Cohesion, cooperation and collaboration skills that bring trust and adaptability to collectively address the uncertainty of the competitive arena.

You in your shirt – The unique personal input of experience, competencies and character that often come from beyond the organisation's field of endeavour.

In team sport it is clear that teamwork matters. In individual sport, you achieve little without a strong support team.

But what of business? Be equally clear on this: **If we are to persistently achieve our business goals, teamwork is not an optional matter; it is a strategic essential.**



Tweet of the month

You can follow Frank at
www.twitter.com/frankdickcoach.

"I believe that being a team starts with constructive candour. It is the basis of mutual trust, respect and loyalty. These things really matter."

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

- It was an honour for Frank to be a plenary speaker at the Royal College of Physicians and Surgeons of Glasgow in June at their Triennial Conference. Frank's topic was "Learning for Life through Sport". After showing the human and economic costs of inactivity (particularly in children), Frank went on to explain how to get the right balance between challenge and support to inspire young people in sport. Frank's view is that performance is more important than results: winning is being better today than you were yesterday. "Fascinating opening session from [@frankdickcoach](https://twitter.com/frankdickcoach) at [@rcpsglasgow](https://twitter.com/rcpsglasgow) [#AEH2014](https://twitter.com/AEH2014) ask people how they want to [#getactive](https://twitter.com/getactive) Attract and Retain them."
- As chief designer and director of the Global Coaches House ("GCH") which was launched at the 2012 Olympic Games in London, Frank will again be directing and presenting at the GCH during the Commonwealth Games. (See below for info.)
- Internationally acknowledged as the "Coach's Coach", Frank is a world leader in shaping coach development. He presented at a coaching conference for the Olympic Committee of Portugal in June and will be directing a summer sports coaching conference in Moscow in October.
- Where's Frank? Glasgow in July; Copenhagen in August; Moscow, Bulgaria, and Rome in October; Canada and South Africa in November; USA 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 was one of many high profile speakers at the Royal College of Physicians and Surgeons of Glasgow Triennial Conference.

The Global Coaches House at The Commonwealth Games

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. Newest speakers announced include Judy Murray and Sir Ian McGeechan. This is an amazing opportunity for coaches and leaders to get together and benefit from an incredible program, presented by world class coaches. Learn more by watching this short video: <http://www.youtube.com/watch?v=z27e83Blckc>



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