

## INSEP MASTERCLASSES

Frank gave two keynote presentations to the mainly French speaking audience of National coaches and Master's students at INSEP (National Institute of Sport and Physical Education) this March in Paris. He talked firstly through the critical issues that occur from being a top coach progressing to becoming a National coach and then in his second presentation to the Master's students (in Sport Exercise and high level performance) Frank highlighted the 'Coaching Matters' subject and the issues facing coaching currently; what the roles and responsibilities are in today's arena.

When interviewed for INSEP TV Frank was asked 'Can we call you a motivator?' Frank responded with 'Any coach who is NOT a motivator is in BIG trouble, it comes with the package'.



Frank is thrilled to have already been invited back to speak next year by the Deputy General Director of INSEP!

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## People in Right Roles?

By Frank Dick



In any organisation our endeavours are more effective and life is much simpler when we have:

Clarity of purpose  
Appropriate resources  
Right people in right roles  
Engagement and commitment

It's my guess most organisations are aware of and address these, prioritising as situation suggests.

It's my experience that "Right people in right roles" is not prioritised enough.

It's my opinion that this must be regularly reviewed and revised by being agile in creating and adapting to change in our very competitive arenas and by realising the potential in each of our people.

In sport, we can have the situation where a coach guides an athlete from national to international level but has neither experience nor expertise to consistently win at that level. A World Class Athlete should have a coach, performance support team and management that are themselves World Class. Now that may sound harsh but it comes back to "Right people in right roles".

In business, we cannot be aspiring to our own version of World Class, say in our sales team, without affording them World Class coaching, performance support and management.

Both in sport and in business that means we better have World Class leadership!

So we each have our challenges in this. The good news is we can learn how to meet them.

So what do we have to do to achieve that?

My check list is:

Be crystal clear on roles and responsibilities.

Ensure that all in the team(s)  
Make relevant training and upskilling available and accessible.

Encourage ownership of personal development but don't assume it. Follow up.

Anticipate role changes by annually assessing competence expansion potential, against changing demands in the competitive arena.

Create opportunities to learn through experience of the unfamiliar followed by mentoring/coaching.

Build a culture where all are prepared to learn not only in the sense of attitude but in the sense of system. ( i.e. Preview, review, debrief etc process).

Critically, to be World Class, because there will of necessity be change in what we do and how we do it, learning to be flexible and versatile are valuable assets.

In short, if the Team, Department, Club, Business or organisation is to be World Class, each of us must be so.



## Tweet of the month

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

*Limits to human performance are figments of our imagination. But we can also imagine no limits. So where does your imagination take you?*

## 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](http://www.frankdick.co.uk), or call +44(0)20 3603 0115 or email: [office@fwd.uk.com](mailto: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](mailto:office@fwd.uk.com)

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

## Right People in Right Roles!

Frank achieved incredible success coaching the UK athletics team through four Olympics Games and has just been appointed as the ***High Performance Consultant for SASCOC*** (South African Sports Confederation and Olympics Committee) preparing the Olympians and Paralympians on 'The Road to Rio' 2016 Campaign. His mandate from SASCOC is threefold, with the main emphasis being on Rio 2016 performance. Dick will focus on assisting with the preparations for Rio 2016 and help Athletics South Africa (ASA) with their national development plan and high performance strategy (this will be of particular relevance given his strong athletics background). There's also a secondary objective of assisting with long-term planning for Tokyo 2020 while ensuring South African teams are competitive at the 2016 Games in Rio. Speaking from the UK, Dick said he was extremely excited to be working with South Africa's leading athletes. 'My mandate is to do whatever it takes to get the proper level of support and coaching for the the Opex [Operation Excellence] athletes. Before I came to South Africa in early February, I received a list of the Opex Olympic and Paralympic athletes to familiarise myself with. 'There is no doubting that this is a pretty good squad with huge potential. In my many visits to the country, I've always found it absolutely incredible how South Africa has such a range of sporting talent.'

The latest honour bestowed upon Frank is the invitation to become a member of the Loughborough Sporting Club Hall of Fame and a patron of Loughborough Sport. Frank will be attending the induction to the Hall of Fame this May at a special event where he will accept the nomination along-side Paula Radcliffe.

## Event Highlights

- Flt Lt Station Training Officer Steve Wildridge at RAF Northolt booked Frank to motivate 100 Officers and Senior Non Commissioned Officers. He fed back to Frank that 'his presentation was ***"how I had expected it to be; excellent and informative. I had several personnel email and call me to thank them for arranging the event, which the credit is all due to Frank"***
- Marbella was the venue for the EMEA Halyard 'Care forward Raise your sales' conference which Frank tailored his presentation to 100 Clinical Product Specialists & Sales & Marketing reps, and galvanised them to provide inspiration, direction & tools to move Halyard forward as a brand new company, grow overall business to meet their 'Big 4 Result's campaign. The Head of Learning and Development booked Frank as she'd previously seen ***"people hanging at his lips while he talked"***.
- At the start of the year, Frank spoke at the flagship event for ECB (England and Wales Cricket Board) Coaches Association Team at the National Conference at Edgbaston. The 375 delegates left feeling inspired, confident and up to date with the very latest thinking; supported and committed to "Purpose, Participation, Performance" making them proud to be a part of the ECB CA family.
- *"Sports Training Principles 6th Edition* has just been released and is on sale now on Amazon. If you are interested in any of Frank's other titles, please contact [office@fwd.uk.com](mailto:office@fwd.uk.com)

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Speaking, Coaching, Workshops

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