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Frank achieved incredible success coaching the UK athletics team through four

Olympics Games and is continuing in his current post 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.



Merry Christmas!

I hope you've had a great year; that 2016 will be even better; and that those you love and those who love you have a wonderful Christmas.

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News & Views of
Frank W Dick, OBE

FWD

Thinking . . .

Being Prepared to Learn

By Frank Dick



Looking back over a big year in sport, I think I've identified five key lessons that we can apply to business and indeed life.

It's not by chance that two of these emerge from Eddie Jones leadership of the Japanese team in the Rugby World Cup.

His approach to team preparation is founded not on imposing a preconceived strategy on the players, but creating a strategy based on both the competencies and potential of the players.

That in itself is an important bonus lesson!

Lesson One – It's never over 'til it's over

Losing points in the first minutes is not what you want but you have all the remaining minutes of the game to play for the win. Losing the first game in a World Cup is not the end of the world. It is the start of the campaign and the games ahead will determine who will lift the Cup. Sometimes we need a tough lesson to remind us why we hate losing and who we must become if we are to persistently win. It is the only the start of the campaign. It's the games ahead that determine who will lift the cup. In the football World Cup of 2010, Spain progressed from the group stage by the skin of their teeth, then went on to win the tournament.

Lesson Two – Never make assumptions

One of the reasons we love sport is because outcomes in terms of result are not predictable. If they were, we would put the bookies out of business!

Of course we can make educated guesses that suggest this or that expectation but we can never be 100%. Or what is the point of the contest? So we have top seeds sent packing by much lower ranked players in the first week of Wimbledon. Or we have "Giant Killers" from lower leagues toppling Premier League Teams in the FA Cup.

Why? The assumed "Favourites" can find themselves intuitively feeling they just have to do "enough". We have all done that sometime. The "Underdog" goes beyond the expected as if it is their final!

Lesson Three – Get your attitude right

While we cannot always choose the circumstances and conditions in our battlefields, we can always choose our attitude.

Choose to respect your opposition, but never fear them. In the Rugby world cup perhaps Japan's rugby history did South Africa no favours here.

As a coach I look more at what athletes' eyes and facial expression are saying no matter what the scoreboard says.



Tweet of the month

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

'The secret of success in the arena is that there is none. So get the basics right; work harder and smarter than the opposition; Never give up.'

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:

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

Being Prepared to Learn !

In the Game it seemed that with each of the Springboks' second half tries there was an immediate expression on faces of "order has been restored"! It was almost a sigh of relief. But even at such points, there was not a hint of fear in the Cherry Blossoms eyes or faces. On the other hand, I think the only time it appeared that the Springboks knew fear was in the final minutes when Japan declined the penalties. In doing so they were stating "We are here to fight for the win; we are not here to settle for survival". That's what I call attitude.

Lesson Four – Know your enemy

TV commentators in UK were suggesting that Japan would run out of gas given the number of tackles they were making compared with South Africa.

I've worked with Eddie Jones and in my opinion is one of the finest coaches in Sport. His strategic brain is quite exceptional. It is inconceivable that he would not have anticipated the high volume of hits his players would have to make and still be able to be technically sharp, fast, agile, resilient and strong despite cumulative fatigue.

So, Eddie had on his staff, a world leading coach on strength and conditioning, John Pryor. What a fantastic job he did in preparing the team for the challenge they faced.

There was no chance that Japan were going to run out of gas, physically, mentally or emotionally!

Lesson Five – Learn fast and move on

I believe that applying the following quote in practice is the basis of achieving sustainable winning performance: "Probably the only sustainable competitive advantage we have, is the ability to learn faster than the opposition", from Dutch business expert and public speaker, Arie de Geus.

This is about being prepared to learn. That means a mental attitude to seeing learning as a never ending process. It also means having a system in place so that learning fast is a probability. That system is as much about communication moment by moment under pressure as it is a structure for monitoring, reviewing and debriefing. Make the learning advantage yours.

I hope you've had a great year; that 2016 will be even better; and that those you love and those who love you have a wonderful Christmas.

Event Highlights

In the past months, Frank's travels have taken him to South Africa, Uruguay, Rome, LA and Finland as well as all over the UK. He has presented to a Microsoft in California, GlaxoSmithKline, a Scottish Education and Social working Charity, an international consulting firm, and to coaches at several sports organisations including Scottish FA. Before the end of 2015 his travels take him to Monaco and Amsterdam and 2016 will be more jetting between the UK and South Africa with SASCOC.

- *"Sports Training Principles 6th Edition"* was recently 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

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