

10

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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 towards this years 'The Road to Rio' Campaign.

#roadtorio



News & Views of
Frank W Dick, OBE

FWD

Thinking . . .

Never Stop Moving!

By Frank Dick



Never Stop Moving!

The most important thing I learned about targets in sport and business is that they never stop moving!

There's a mind-set agility that must come in setting them.

For example, if you are two goals down in a game, the opposition sees three goals as their target.

So your target must already be aiming for four!

In athletics, what was a world record in one Olympics may not be good enough for a medal in the next. What is extraordinary now soon becomes the ordinary.

So, after each Games, coaches meet to discuss where performances are heading rather than reflect on what they have been.

You see whatever you have achieved today, physically, mentally and emotionally you can always do something differently, different or better tomorrow. So pursuit of excellence as a target is a never ending story; it never stops moving. We are constantly looking to go beyond targets rather than to them.

The process of getting there comes down to effectively addressing five sets of questions.

Arranged grouped in the acronym GROWL. That stands for Growth, Reality, Opportunities, Will, Learn.

Sir John Whitmore started the idea with GROW. I thought it sounded tougher and was more completely by going for GROWL!

So how does that work?

GOAL

What is your Goal? (E.g. Gold medal; % market share?)

What performances will achieve that? (e.g. 2.45 high jump; Volume of sales.)

What are the components of performance (e.g. Power, Technique, Balanced Strength etc; Sales techniques, resilience, time management etc.)

What are the KPI measures or scores in these components for the target performance? (E.g. relevant specific measures)

© Dr Frank W Dick, OBE

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Tweet of the month

You can follow Frank at

[www.twitter.com/](http://www.twitter.com/frankdickcoach)

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

'We cannot buy success. We earn it through commitment to training harder and smarter than the opposition and never giving up in the arena.'

CONTACT FRANK

If you wish to find out about Frank's availability or book him for a presentation, workshop or consultancy, 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

We welcome new subscribers to *FWD Thinking*.

Quality Wins

OPPORTUNITIES

What is the gap analysis between Goal and Reality?

What are we doing now and what is out there that we can use to provide advantage in bridging the gap?

WILL

What is your plan to bridge the gap working backwards from the goal? (where must you have got to and what must you be doing say two months before your goal dates to make the final step; then two months before that; etc.?)

What are the objectives and purpose at each stage in the process; what and how do you propose to achieve them?

LEARN

What is your continuous review program to ensure learning throughout the process?

What is your continuous search program to ensure staying ahead of the opportunities to keep gaining advantage?

I see the process of achieving Goals or hitting targets like taking on a mountain. No matter how high the mountain or how tough the climb, there isn't a mountain you can't climb provided you plan and prepare properly and put in the hard work.

So lets do it!

#coachingexcellence

Event Highlights

In the past months, Frank's speaking engagements have taken him to South Africa, Dublin, Wales and the home of England Rugby at Twickenham. He has presented to William Fry, Ireland's leading corporate law firm, to the academic and professional staff leaders at Bournemouth University, to the business consulting firm ActionCoach and to coaches at

several sports organisations including RFU.

For now, Frank is spending 8 weeks in South Africa with SASCOC preparing the Olympians and Paralympians until the Games in Rio commence.

#roadtorio

Books

- "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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