

CHANGING & CHALLENGING A SPORTING OR BUSINESS CULTURE

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NPD BRITISH SWIMMING**

CHANGING & CHALLENGING A SPORTING OR BUSINESS CULTURE

- **Promote and exploit existing strengths and maintain progress in this/these areas**
- **Remove old thinking and reasons for not achieving**
- **Replace with the very best people and systems**
 - **Time at Task**
 - **Performance under pressure**
 - **Managing emotions**
- **Test to limits – people make a difference**
- **Educate and empower – provide leadership – unified team**
- **Implement a timeline on each of the above**

Winning gives you licence!

Winning = “I would like”

Not winning = “What can I have?”

Remove reasons for not achieving Focus on Outcomes

Integration –

“A” to be successful, “B” to be successful

“A” and “B” to be successful without distracting from “C”

Success does not come cheaply

“not only finance” but also include finance

“You” only have one chance

“You” only have a limited time (timeline)

Very few have done this before

**“You” need to be World’s best
daily/hourly, all the time**

Remove barriers

What does success look like?

Win Medals

National/personal pride

Conduct of Role Models (Role models for a Nation)

Perception of success (Media)

Facility

Management System

Finance (where it makes a difference)

Leakage (Funding, talent etc)

Consistency of perfection

Win on Strengths, fall short on weaknesses

**Can you make a difference
with those who make a
difference?**

LEADERSHIP is providing direction and opportunity in all situations and ensuring success for average people to achieve greatness because of your influence and presence

LEADERSHIP is offering light in
darkness

COACHING is convincing the willing and unwilling to give totally, and to be enthusiastic about doing what they might like or dislike at any given point in time, in any given conditions, to achieve what they previously considered desirable but impossible.

COMPETITION is maintaining speed throughout the entire last half of the race without compromising efficient skills of stroke length and stroke rate, breathing patterns etc, under pressure from fatigue, opposition athletes and the clock whilst knowing that the world and everyone you respect and acknowledge are all observing you in this position.

**“You cannot live a perfect day
without doing something for
somebody who will never say
thank you.”**

FOR THE MAJORITY OF BUSINESSES AND SPORT

Business:

Maximise profit with minimum work costs

Sport:

Maximum work for minimum profit

IN ALL COMPANIES:

“Efficient people in organisations get overworked and inefficient people are under-worked”

“Not all that is old is bad, just as all that is new need not necessarily be good”

PRINCIPLES OF WAR

- OBJECTIVE
- SECURITY
- SURPRISE
- FLEXIBILITY
- MOBILITY
- CONCENTRATION OF FORCE
- ECONOMY OF EFFORT
- MORALE

JIKA TRAVERS