### WORLD CLASS PERFORMANCE CONFERENCE

9.10.11 November 2009





uk sport

world class success





### CHIEF EXECUTIVE **JOHN STEELE**

Welcome to UK Sport's World Class Performance Conference 2009.

On behalf of UK Sport I would like to welcome you to the World Class Performance Conference and offer my congratulations to all of you involved in the achievements of British athletes over the past year. Both summer and winter sports have delivered truly world class performances and have already met medal targets set for 2009. The momentum built towards the Beijing Games in 2008 has certainly continued in 2009.

Alongside this success, the past 12 months have held some significant challenges. While we undoubtedly had to make a number of tough investment decisions for the current funding cycle we have maintained our focus on driving success and have been working with our partners – the BOA, BPA and LOCOG – to supplement the funding we can invest in this period. We were delighted to announce VISA as the Presenting Partner of Team 2012 in September and we will continue to do everything possible to drive our collective performance ambitions over the coming years.

I hope that, alongside our activity supporting our investment in your World Class Programmes, we are in a good position to ensure British teams are best prepared for the challenges that lie ahead and achieve our shared vision of success over the next three years, specifically, in Vancouver next year and in London in 2012. The foundations we set and build upon now will be pivotal for our aspiration to develop a sustainable and robust high performance system in this country and continue the momentum of success for years to come.

We are once again incredibly proud to host this annual Conference and hope you find our speakers and workshops enjoyable, topical and enlightening.

More importantly I hope this Conference is beneficial to you, your teams and your overall contribution to British sport.

John Steele Chief Executive, UK Sport

### INTRODUCTION to the 2009 World Class Performance Conference



Attitudes, values, language, actions, behaviours. These all combine to determine a team's culture and commitment to an agreed shared goal. With the imminent challenge of Vancouver, and London less than three years away, the time is right for us all to come together to consider our individual and collective responsibility and contribution to our nation's sporting success.

The critical relationship between team culture and performance is the underlying theme of this conference. It has been designed to explore some

HAZEL IRVINE Biography

> Hazel is one of BBC Sport's most experienced and versatile broadcasters. A regular presenter of Grandstand, Sunday Grandstand and Ski Sunday, she is also the face of snooker and athletics coverage and a sports presenter on BBC News.

An integral part of the BBC's coverage of all major events over the past 18 years, Hazel presented from Beijing in 2008, marking her sixth consecutive Olympic Games. She has also worked on every Winter Olympics and Commonwealth Games since 1994

of the fundamental elements that contribute to a successful performance culture and examine what is required to generate effective teamship by looking not only at sport, but also business, the military, broadcasting and the arts.

The name change to the World Class Performance Conference reflects its evolution into a development opportunity for all key staff working with athletes within the UK high performance system. For regular attendees this conference will look and feel different to previous years but we hope it will continue to provide a range of thought provoking experiences and insights, together with the opportunity to make new connections and refresh existing ones.

This event is for you, so please take full advantage of the opportunities on offer over the next few days, even if at times this requires you to step out of your comfort zone. I firmly believe we can learn as much from each other as we can from looking outside of our system. Let's ensure we maximise the knowledge available to us and build on our successes over the coming years.

### Have a great conference!

and reported from the football World Cup Finals and European Championship finals since 1990. In golf, she is the anchor for the Women's Open and reports on the Open, the Ryder Cup and the Solheim Cup. Hazel's many other credits include Final Score, Football Focus and Wimbledon.

In addition to her role at BBC Sport, Hazel hosted the coverage of the 60th anniversary of the D-Day landings in 2004, the Children In Need appeal for BBC Scotland and anchored its Millennium Night coverage. She was the recipient of the Royal Television Society Award for Best Regional Presenter/Reporter in 1999.

Hazel is a graduate of the University of St Andrews where she gained an MA Honours degree in Art History. She has representative honours in golf, netball and athletics and gained a full vest for athletics from Scottish Universities. In addition, she is the Chairman of the West of Scotland Institute of Sport and is proud to be the Honorary President of the Dumbarton Football Club Supporters' Association.

# JK-Speriellilitalities ELIT

### ELITE COACH

### Why does Elite Coach exist?

Elite Coach was designed for the UK in response to an urgent need regarding the future of the coaching of elite performers. A project group to develop 'Elite Coach' was formed out of a February 2003 meeting hosted by UK Sport and a subsequent paper produced by the Performance Director Forum acted as catalyst for this work.

### What does Elite Coach aim to do?

The emphasis has been on a targeted and focussed approach based on the following guiding principles:

- > British coaching driving performance in elite sport in the UK
- > Elite coaches supporting and adding value to the investment in athletes
- > Accessing the very best expertise, within the UK and international sport and business sectors.

### Who is it for?

Elite Coach has provided a highly valuable three year development opportunity to a total of 32 British coaches operating in the high performance system. With a further 12 months still remaining of the programme, the final intake of coaches was selected in September 2007.

The final seven coaches on Elite Coach include:

Audrey Cooper, Volleyball England

Jason Lee, GB Hockey

Rhona Martin, Royal Caledonian Curling Club

Rick Valeti, British Triathlon Federation
Paul Green, Sport Taekwondo UK
Bobby Crutchley, GB Hockey
Mark Wood, British Skeleton



The 2009 graduating Elite Coach group







### WOMEN IN LEADERSHIP DEVELOPMENT PROGRAMME (WLDP)

### Why does the WLDP exist?

Following publication of UK Sport's first annual UK Strategy Framework for Women and Sport report in February 2004, it became clear that progress had been made in terms of participation and performance. However access to decision-making and leadership positions remains an issue for women in sport. This was further reinforced at the 2004 IOC World Conference on Women and Sport.

UK Sport with the British Olympic Foundation therefore agreed to develop a programme that would enable women with the skills, desire and potential to operate at the highest levels in sport to challenge the status quo and influence the culture of leadership in sport. The Central Council of Physical Recreation (CCPR) joined the partnership in 2006 adding essential links to governing bodies, financial support and a wealth of experience in strategic management.

### What does the WLDP aim to do?

- > Increase representation by women in leadership positions in sport
- > Build the competence and confidence of women in decision making positions
- Increase support among organisations for the contribution women can make to sports leadership
- > Foster networking between women leaders in the UK and internationally.

### Who is it for?

WLDP aims to develop the leadership capacity of women operating at middle or senior management levels or as Board members within Olympic and Paralympic governing bodies. Selected participants will have demonstrated a commitment to personal development and a desire to contribute to sports decision making at the highest levels.

In July 2009, the second group of WLDP participants was selected and the fifteen successful applicants will benefit from the programme until 2011. These include:

Jane Harvey, Snowsport Scotland Holly Woodford, England Hockey Lisa Wainwright, Volleyball England Rachel Washington, British Swimming Amanda Bond, British Dressage Chloe Nelson, British Canoe Union Zoe Wilson-Maye, UK Athletics Donna McIvor, The Football Association Catrin Devonald, Swim Wales Helen Cartwright, Royal Yachting Association Janie Frampton, The Football Association Amanda Van Santen, Royal Yachting Association Joanne Richards, Great Britain Wheelchair Basketball Association Sam Matthews, British Cycling Helen Bushell, Welsh Hockey Union

### INTERNATIONAL LEADERSHIP PROGRAMME (ILP)

### Why does the ILP exist?

Many crucial and fundamental decisions affecting the UK's high performance sporting system are made on the international stage. These include where events are held, the disciplines and sports included as part of major events, rule changes and selection criteria. If the UK is not represented in the forums and bodies where these decisions are made, then it becomes difficult to influence the outcomes and ensure that they do not have an adverse impact on the UK's interests.

UK Sport works with sports to identify their international strategic objectives, via the development of international influence strategies. Having such objectives would be relatively meaningless if governing bodies did not then have individuals well placed and with the necessary skill sets to deliver them.

### What does the ILP aim to do?

The International Leadership Programme aims to support sports in the delivery of International Influence Strategies by developing the cross cultural competencies of NGB representatives and administrators with a view to them becoming effective international influencers.

### Who is it for?

ILP participants should be individuals from within governing body structures who are responsible for increasing influence internationally. Nominees do not necessarily have to be seeking to gain election/appointment to an international federation position. As places on the programme are strictly limited participants are expected to add real value to their ILP peers and should be fully committed to personal development.

Current participants on the programme include:

Georgina Harland, Pentathlon GB
John Derbyshire, Royal Yachting Association
Colin Grahamslaw, Royal Caledonian Curling Club
Tom Chambers, British Triathlon Federation
Helen Reeves, British Canoe Union
Andy Tapley, England Hockey
Justin Frishberg, GB Wheelchair Rugby
Katie Brazier, British Swimming
Jem Lawson, British Triathlon Federation
Cherry Alexander, UK Athletics
Peter Hart, Pentathlon GB
Janice Shardlow, British Equestrian Federation
Richard Dobell, Volleyball England
Guin Batten, Amateur Rowing Association





### **ELITE COACHING** APPRENTICESHIP PROGRAMME

### What is the Elite Coaching **Apprenticeship Programme?**

The Elite Coaching Apprenticeship Programme is a new coach development initiative which is due to begin in January 2010. This programme will build upon the experiences from our Elite Coach and Fast-Track Practitioner Programmes and will be managed and facilitated by UK Sport. The content of the programme will be shaped by the sports and individual participants following an initial comprehensive needs analysis. In short, the aim is to create an individualised learning pathway for each participant that truly reflects personal and sport-specific requirements, starting with where the coach is now and looking at where the sport needs them to be to consistently deliver excellence.

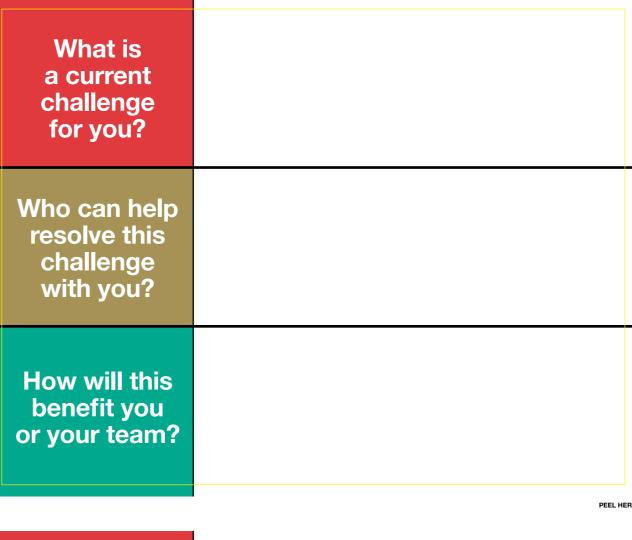
### What is the aim of the Programme?

The aim of the Elite Coaching Apprenticeship Programme is to work closely with National Governing Bodies of sport to accelerate the development of emerging coaches already working in the high performance system, enabling them to not only have an enhanced impact in the short term, but also become highly successful coaches of the future.

### How will the Programme work?

The programme will follow a traditional apprenticeship model, in that an apprentice coach learns from an existing master coach (or coaches) within the sport, with ongoing support from a designated mentor.

The programme will combine 'on the job' training, with the apprentice working alongside the master coach within the sport, complemented by a structured workshop programme. These workshops will be delivered by acknowledged experts in coaching, non-technical coaching skills, sport science and sports medicine.





What is a current challenge for you?	
Who can help resolve this challenge with you?	
How will this benefit you or your team?	
	PEEL HERE
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	PEEL HERE





### **Athletes**



Their performances, development profiles, well-being, health & commitment



### **Climate**



The culture, feel and day-to-day function experienced by athletes and staff



### **System**



The staff, structures, facilities, processes, knowledge and expertise

### What is it?

Mission 2012 is the way UK Sport assesses the performance and development of the sports it invests in. It has two main facets - one is to ensure we make the most of our investment in Olympic and Paralympic success. The other is a means by which we can capture, agree and communicate the most accurate picture of the challenges faced by sports, and find solutions to overcome them.

### How does Mission 2012 work?

The Mission 2012 evaluation involves three main stages:

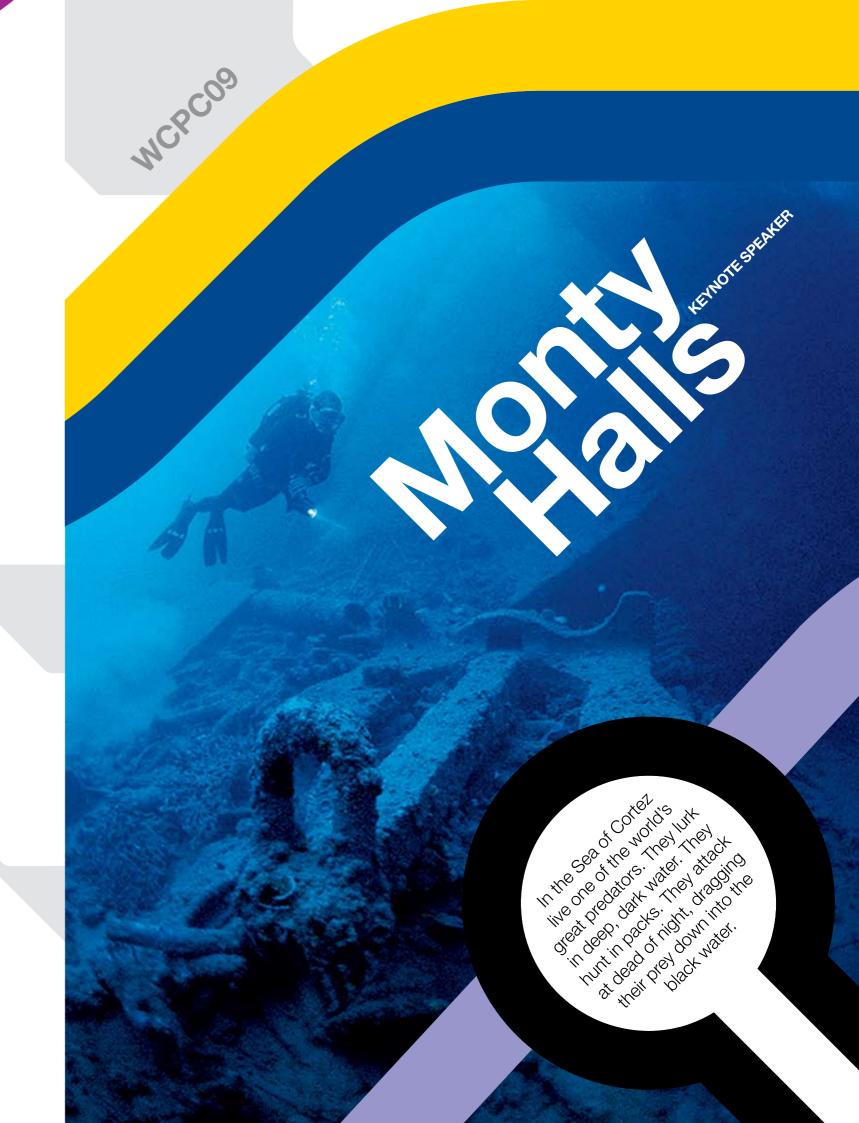
- 1. Self-reflection and analysis by each sport at three key points in the annual cycle (preseason, mid-season and annual review) - of all the essential elements of their programmes.
- 2. Capturing the key findings and possible action points of this analysis under the three 'Dimensions' of the Mission 2012 system shown left, together with the 'traffic light' setting (green - performing, amber - working on it, red - need help).
- 3. Allocating an overall 'traffic-light' colour status for the World Class Programme reflecting the conclusions drawn from the three dimensions, with a short summary explanation and key actions plan.

Mission 2012 encourages analysis across three dimensions (athletes, climate and system), which are broken down into 30 elements, shown overleaf



### **ELEMENT**

- 1. Strategic Planning
- 2. Performance Pathway
- 3. Strategy into Action
- 4. Performance Status 2012 Athletes
- 5. Performance Status 2016 Athletes
- 6. Impact of your programme
- 7. Athlete Commitment
- 8. Leadership
- 9. Winning Behaviours
- 10. Team Environment
- 11. Innovation and Creativity
- 12. Reading and responding to the Mood
- 13. Management Structure
- 14. Coaching Team
- 15. Logistics for Major Competitions & Camps
- 16. Sports Medicine
- 17. Performance Science Support
- 18. Talent Recruitment & Confirmation
- 19. Communication
- 20. Information Management
- 21. Competition Opportunities
- 22. Individualised Athlete Support
- 23. The Athlete Experience
- 24. Athlete Welfare & Lifestyle Support
- 25. Anti-Doping Knowledge & Culture
- 26. Facilities
- 27. Equipment & Technology
- 28. People Development
- 29. Financial Management
- 30. Stakeholder Relationships







# 'He's shy, skinny, pigeon-chested and two stone wringing wet.'

Here is a description of one of them:

'He's shy, skinny, pigeon-chested and two stone wringing wet.'

No names, but he knows who he is. The snake expert at the Natural History Museum hardly fits the stereotype of adventure inspiration. But his approach is unfailingly positive. 'In his job, things are always going to go wrong. He travels to hostile places, he might not be able to find the animals they've gone to look for. But his attitude never flags. He just gets on. He is the key to a successful team.'

Monty does have his own heroes. Some are predictable: Sir Ranulph Fiennes for one.

'He is an extraordinary man, who beggars natural physiology. How could he not be a massive inspiration for someone like me.'

And don't forget those Royal Marines, mates who have suffered untold hardships in Afghanistan. 'Mark Ormerod is a guy I have known for six months as part of a fund-raising exercise. He's 26. He lost both his legs and one arm in a roadside bomb. He remembers waking up in hospital and from the moment he opened his eyes, he just said he needed to get on with it, get on and live his life. He is fit as a butcher's dog and he only ever looks forward.'

Drawing on the powers of others is part of what makes Monty Halls and drives him from one thing to the next – often at the same time. As he films a new series of Monty Halls Great Escapes, he is also planning for a cross-country run – in the literal sense: The Gumpathon, they're calling it, a yomp to end all yomps in the manner of Forrest Gump himself: 3,600 miles across the USA in the company of three Royal Marines for 'Help for Heroes'. And again, the key lies in the team. 'It's a huge logistical effort. In just the raw planning there are eighteen people working flat out. Then so many more doing their bit, who want to help and are associated with it, in the marketing perhaps, the sponsorships and the like.'

If he appears fearless, well there is still room for nerves. They will be with him at the Conference. 'You are there to do a job, to lift people. You need energy, enthusiasm and professionalism. If you don't get nerves, the magic could go. And when there are people in the audience I can look at and look up to, I know there will be critical voices, people ready to challenge in the search for more. If I can't learn from them as well, there's a problem. It's that team thing again.'



TEAMSHIP NOTES
WORLD CLASS PERFORMANCE CONFERENCE 2009





## Ley Results







Athletics, Berlin (2009 World Championships)

Phillips Idowu (Triple Jump) • Jessica Ennis (Heptathlon)

Bobsleigh, Lake Placid, USA (2009 World Championships)

Gillian Cooke (2-Woman Bob) • Nicola Minichiello (2-Woman Bob)

Boccia, Portugal (2009 European Championships)

David Smith (Individual) • Peter McGuire, Stephen McGuire, Jamie Kelly (Pairs)

Track Cycling, Pruskow, Poland (2009 World Championships)

Victoria Pendleton (Women's Sprint)

Diving, Rome, Italy (2009 World Championships)

Thomas Daley (10m)

Eventing, Fountainebleau, France (2009 European Championships)

Kristina Cook (Individual) • Kristina Cook (Team) • William Fox Pitt (Team) • Nicola Wilson (Team) • Oliver Townend (Team)

Para Dressage, Kristiansan, Norway (2009 European Championships)

Sophie Christiansen (Championships Grade 1a, Team) Lee Pearson (Championships Grade 1b, Freestyle Grade 1b, Team) Sophie Wells (Championships Grade 1v, Freestyle Grade 1v, Team) Emma Sheardown (Freestyle Grade 1a) • Simon Laurens (Team)

Hockey, Amsterdam, Netherlands (2009 Eurohockey Nations Championships)

### **England Men**

Paralympic Cycling, Bogogno, Italy (2009 World Championships)

Darren Kenny (Road Race) • Sarah Storey (Road Race) Sarah Storey (Time Trial)

Rowing/Adaptive Rowing, Poznan, Poland (2009 World Championships)

Alex Partridge, Richard Egington, Matthew Langridge, Alex Gregory (Coxless Four) • Tom Aggar (Adaptive Single Scull) Vicki Hansford, Naomi Riches, James Row, David Smith, Rhiannon Jones (Mixed Adaptive Coxed Four)

Sailing, Various (2009 World Championships)

Paul Goodison (Laser) • Nick Dempsey (RS:X)

Swimming, Rome, Italy (2009 World Championships)

Keri-Anne Payne (10km Open) • Gemma Spofforth (100m Back)

Triathlon (2009 World Championships)

### **Alistair Brownlee**

Curling, Moncton, Canada (2009 World Championships)

### **Scotland Men**

Goalball, Munich, Germany (2009 European Championships)

### Women

Artistic Gymnastics, London, UK (2009 World Champion

Beth Tweddle (Floor)

Paralympic Sailing, Athens, Greece (2009 World Championships

Niki Birrell, Alexandra Rickham (SKUD)

aralympic Archery, Nymburk, Czech Republic (2009 World Championships)

### **Danielle Brown**

Paralympic Swimming, Reykjavik, Iceland (European Championships)

39 Gold Medals

Athletics, Berlin (2009 World Championships)

Conrad Williams (4x400) • Robert Tobin (4x400) • Martyn Rooney (4x400) • Michael Bingham (4x400) • Lisa Dobriskey (1500m)

Skeleton, Lake Placid, USA (2009 World Championships)

Amy Williams (Skeleton) • Adam Pengilly (Skeleton)

Boccia, Portugal (2009 European Champi

Andrew Morgan, David Smith, Nigel Murray, Dan Bentley, Zoe Robinson (Teams BC1/BC2)

Track Cycling, Pruskow, Poland (2009 World Championships)

Matthew Crampton (Team Sprint) • Jamie Staff (Team Sprint) Jason Kenny (Team Sprint) • Wendy Houvenaghel (Women's IP)

Eventing, Fountainebleau, France (2009 European Championships)

Piggy French (Individual)

Para Dressage, Kristiansan, Norway (2009 European Cha

Emma Sheardown (Championships Grade 1a) Sophie Christiansen (Freestyle Grade 1a)

Dressage, Windsor (2009 European Championships)

Laura Becholsteimer, Carl Hester, Emma Hindle, Maria Eilberg (Team)

Paralympic Cycling, Bogogno, Italy (2009 World Championships)

David Stone (Time Trial) • Ellen Hunter, Aileen McGlynn (Time Trial)

Paralympic Table Tennis, Genoa, Italy (2009 European Championships)

Sue Gilroy (Singles)

Rowing, Poznan, Poland (2009 World Championships)

Andy Triggs-Hodge, Peter Reed (Coxless Pair) • Alan Campbell (Single Scull) • Annie Vernon, Anna Bebington (Double Scull) Katherine Grainger (Single Scull)

Sailing, Various (2009 World Championships)

Luke Patience (470) • Stuart Bithell (470) • John Pink (49er) Rick Peacock (49er)

Swimming, Rome, Italy (2009 World Championships)

Joanne Jackson (400m Free) • Francesca Halsall (100m Free) Joanne Jackson (800m Free)

V.I. Judo, Debrecen, Hungary (2009 European Championships)

Ben Quilter (-60kg) • Joseph Ingram (-100kg)

Artistic Gymnastics, London, UK (2009 World Championships)

**Daniel Keatings** (All-Around)

Judo, Rotterdam, Netherlands (2009 World Cham

Karina Bryant (+78Kg)

Paralympic Archery, Nymburk, Czech Republic (2009 World Cha

### Mel Clarke

Wheelchair Tennis, Nottingham, UK (2009 British Open)

Peter Norfolk (Quad Singles & Pairs) • Jamie Burdekin (Quad Pairs)

Paralympic Swimming, Reykjavik, Iceland (2009 European Championships

32 Silver Medals













Harry Aikenees-Aryeetey (4x100) • Marlon Devonish (4x100)
Tyrone Edgar (4x100) • Simeon Williamson (4x100)
Jenny Meadows (800m)

Boccia, Portugal (2009 European Championships)

Nigel Murray (Individual)

Track Cycling, Pruskow, Poland (2009 World Championships)

Chris Newton (Points race) • Lizzy Armistead (Womens Points Race)

Para Dressage, Kristiansan, Norway (2009 European Championships)

Simon Laurens (Championships Grade III, Freestyle Grade III)

Dressage, Windsor (2009 European Championships)

Laura Becholsteimer (Individual)

**England Women** 

Paralympic Cycling, Bogogno, Italy (2009 World Championships

Darren Kenny (Time Trial) • Rebbecca Rimmington, Lora Turnham (Road Race)

Paralympic Table Tennis, Genoa, Italy (2009 European Championships

Cathy Mitton (Singles) • Paul Karabardak (Singles) • Cathy Mitton (Team) • Neil Dzaier (Team) • Jane Campbell (Team) • Sara Head (Team)

Rowing, Poznan, Poland (2009 World Championships)

Hester Goodsell, Sophie Hosking (Lightweight Double Scull)

Sailing, Various (2009 World Championships

Nick Thompson (Laser)

Swimming, Rome, Italy (2009 World Championships)

Rebecca Adlington (400m Free) • Caitlin McClatchey (4x200m Free)

Jazmin Carlin (4x200m Free) • Hannah Miley (4x200m Free)

Rebecca Adlington (4x200m Free)

V.I Judo, Debrecen, Hungary (2009 European Championships

Sam Ingram (-90kg) • Darren Harris (-66kg)

Canceing La Seu d'Urgell Spain (2009 World Statom Championship

Lizzie Neave (K1)

Paralympic Sailing, Athens, Greece (2009 World Championshi

Helen Lucas (2.4mR)

Paralympic Archery, Nymburk, Czech Republic (2009 World Championships

Fred Stevens

Wheelchair Basketball (2009 European Championship

Men, Women

Paralympic Swimming, Reykjavik, Iceland (2009 European Championships)

23 Bronze Medals

















'They had a very good idea about how to work and how to prepare. They also had the notion we all picked up on that professionalism is an attitude of mind. They knew what it was like to operate at this level. It was about responsibility, leadership beyond the ranks of captain and coach. This is the key to a successful team, allowing people to take responsibility and to trust them to do so. Martin Johnson led the side, but Keith Wood did the majority of pre-match talks. Jim Telfer and McGeechan were both good orators too.'

'Many people have said this year that Ian McGeechan emulated a lot of the spirit of our tour.'

Today, Nigel Redman, graduate of UK Sport's Elite Coach programme, is the Elite Coaching Manager for the RFU, having previously managed the England Under 20s in their inaugural World Cup. As England pursue their road to success, Nigel believes a clear vision of what lies ahead is essential. Within England Rugby the theme which runs through the age ranks into the senior squad is 'Develop winners for a winning England.'

'It is about aligning all teams to a common goal and vision. Getting the values right is the be-all-and-end-all. I am interested in what players' dominant values are under pressure and how they affect the make up of some teams.'

London 2012 may well be the focus for the majority of the British sporting family today, but Nigel is quick to point out there is much more going on.

# Redman KEYNOTE SPEAKER

# 'This is a potentially great time. London 2012 is on the horizon and that brings benefits to dozens of sports looking to shine'

'This is a potentially great time. London 2012 is on the horizon and that brings benefits to dozens of sports looking to shine. But remember, in 2015 we shall play host again – to the Rugby World Cup – and we are in the running for the Football World Cup in 2018. We have two of them in the bag. By 2019, we as a nation could have staged the three biggest sporting events on the planet. That speaks volumes for British sport, and the ambition within British sport.'

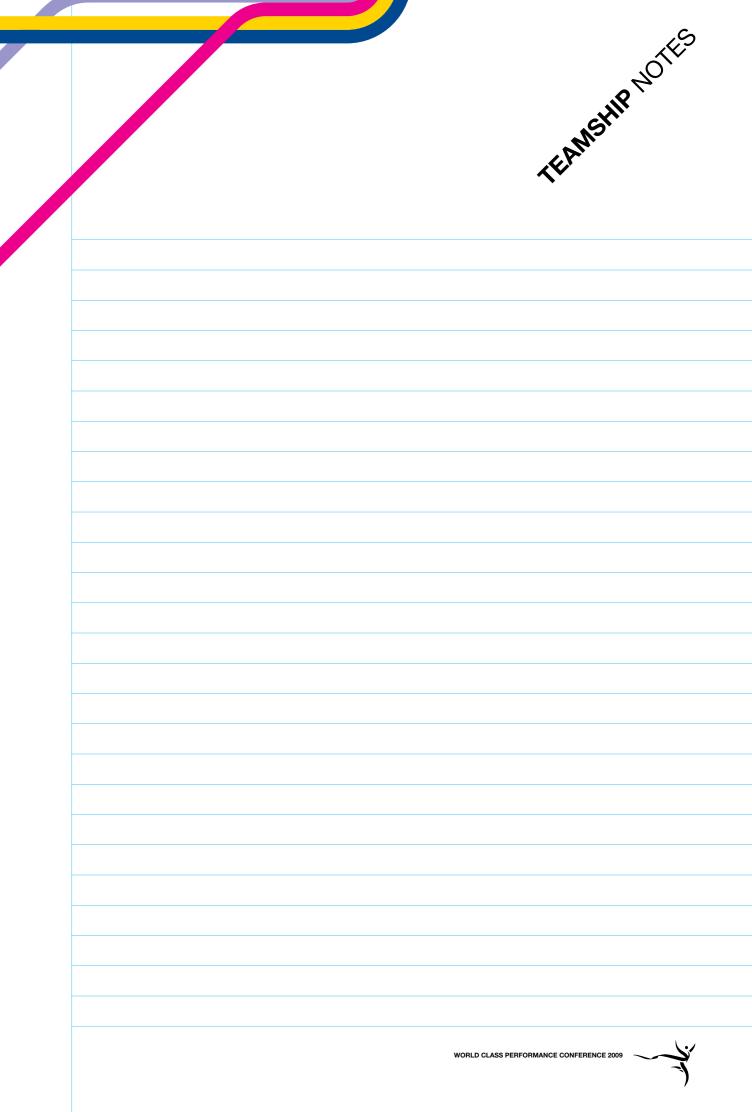
There are risks. As a player and coach, Nigel has built teams which succeed, and has seen the pitfalls which threaten that success. Especially where smaller teams are needed to rally round a bigger team effort.

'London 2012 is about as big as it gets. And within big teams some people will feel under threat. Removing that sense of threat is a massive challenge but it is in all peoples' interests to get behind the common cause – in this case, the athletes – to work on it as hard and as long as we can, keeping our values intact. The key, again, lies in trust and responsibility: to enable people around you to make decisions and offer opinion without fear of reprisal.'

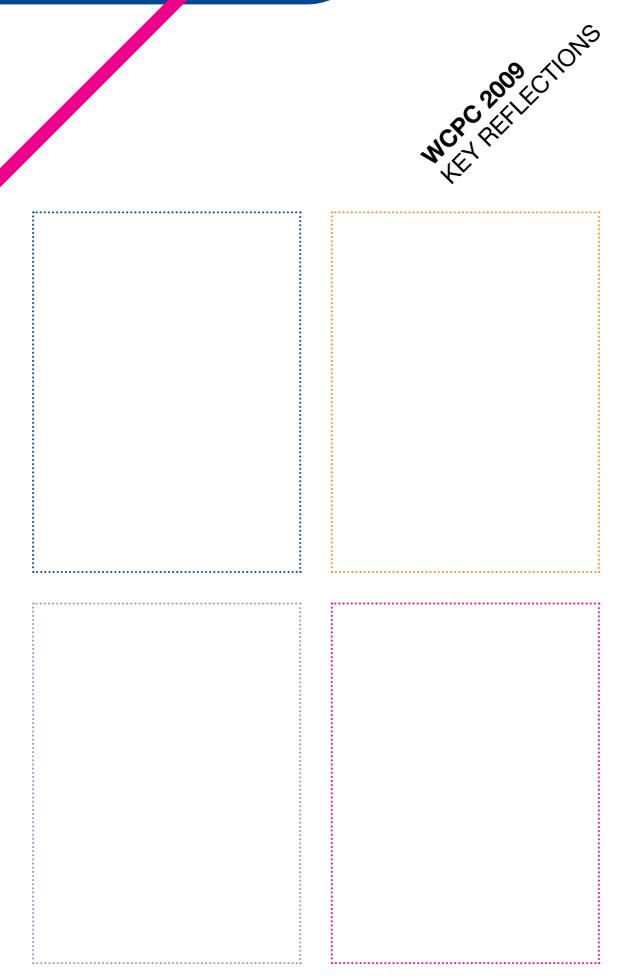
No finer example of that than one of his players from the England Under 20s Nigel managed at the World Cup. One of the stars of the tournament, he found himself being sidelined for the semi-final, largely due to the size of the squad Nigel had to manage. Accepting his demotion to the bench did not come easily. But it was his response and attitude which left its mark on the manager.

'He took himself off to deal with the decision when I told him; within minutes he had returned to tell me he was bitterly disappointed with the decision I had made, but would do everything in his power to help the team win the semi-final. That's the sort of 'teamship' and commitment to the cause which left a lasting mark on me. Here was a 19-year old displaying the sort of courage and sense of collective responsibility, which every team needs if it is to win.

'When the team won their semi-final, the first thing I did was to tell the player he would be in the starting line-up for the final.'







### WCPC 2009 – Delegate Feedback

PLEASE PROVIDE FEEDBACK ON THE WORLD CLASS PERFORMANCE CONFERENCE 2009 AND RETURN TO THE REGISTRATION DESK

e content of the WCPC was timely and relevant to my needs and goals within my role:											
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verall Conference E	valua	tion:									_
ccellent  Good  Average  Below Average  Poor  Poor											
ease provide feedback on presentations attended during the WCPC:											
		Presenters style, delivery and professionalism Content of Presentation									
Speaker Presentation	Excellent	Good	Average	Below Average	Poor	Excellent	Good	Average	Below Average	Poor	Further comments and explanations for marks given
<b>lonty Halls</b> pening Keynote											
avid Bintley Nick Allen tate of the Art											
hris Grant Gemma Morgan /hose Team is Anyway?											
ames Cracknell reparing for Success											
nl Richard Westley etween a Rock a Hard Place											
avid Faulkner Danny Kerry eading Teams, hanging Philosophies Developing Culture											
erard Murphy Trent Hotton reating a High erformance Team ulture											
lark Evans, Irla Chennaoui Lia Hervey inding, Winning Breaking News											
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ohn Steele ife After London											





### WCPC 2009 – Delegate Feedback

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	Pre	Presenters style, delivery and professionalism			Со	ntent	of Pre	sentati	ion		
Speaker Presentation	Excellent	Good	Average	Below Average	Poor	Excellent	Good	Average	Below Average	Poor	Further comments and explanations for marks given
Mark England & Sir Clive Woodward Preparing to be the Host Nation in 2012											
Phil Townsend, Pete Gardner, Owen Slot, Gordon Farquhar Living with the Media											
Nigel Redman & Glenn Whitney Courageous Team Conversations											
Simon Timson & Clare Connor Beyond the Boundary: Developing Team Identity and Delivering Success											
Andy Banks Thomas Daley - Rapid Rise to World Champion at 15 Years											
Biz Price Creating an Atmosphere of Excellence											
Nigel Redman Closing Keynote											
What was the most helpful part of the Conference?											
Was the venue adequate for the purposes of the WCPC?											
How could the WCPC	be im	nprove	d?								
What topics would you covered at next year's											



In addition to the formal sessions you have already signed up to at this year's Conference we are hosting four open forums based on the below topics. These are designed in an informal manor to discuss and share information across the high performance system.

If you are interested in any of the open forums arranged then please ensure you sign up to attend, at the UK Sport registration desk located at the entrance of the Belfry Hotel, by Tuesday at 18.00.

### Athlete reviews; what makes them work and how can outputs be documented? (Sutton)

The way a World Class Programme empowers athletes to take responsibility for their own development, has been a hot topic for some time. For many programmes, the 'athlete review' or 'athlete development' meetings are at the heart of this. Different techniques have been

tried to create an honest and productive dialogue between programme and athlete, and to document agreed process and outcome targets. In the time available attendees will discuss different ways of running and documenting the athlete review, and share the common challenges and pitfalls.

### Athlete Insights (Wishaw

Following the completion of the recent Athlete Insights survey this session will provide an overview of the broad themes emerging from the survey across all sports. The session will include an informal presentation from a sport on their experience of the Athlete Insights project to date, any processes they use in the area of 'athlete perception', and finally how they might follow up on the results presented to them. An informal discussion from the floor on what we have learnt, how we can unpick some of the key themes, and how we can make this process more beneficial for all concerned in the future.



### All about people (Warwick)

In 2007 ParalympicsGB embarked upon its most ambitious Games related staff development programme to date. The aim was quite simple – to provide a support framework which would contribute to the best prepared staff team in Beijing (this programme being a sub set of the overall Mission statement 'to send the best prepared team to the Paralympic Games').

Through a series of workshops and seminars, individual development opportunities were twinned with discipline and strand specific sessions building into a one team philosophy, one team supporting the delivery of the best prepared athletes who were optimally prepared to deliver personal best performances in Beijing.

As we look to 2012, and the challenges of a home Games, ParalympicsGB's commitment to partnership working and ultimately to the identification and subsequent development of these individuals into a cohesive and highly effective team is unerring. Penny Briscoe (Director of Performance, ParalympicsGB) and Paul Davies (Head of Sport Science and Medicine, Paralympic Sport) will share experiences from the Beijing cycle and look forward to the new strategies being put in place for 2012 which really are 'all about people.'

### The performance impact of hosting major events (Litchfield)

This session will be interactive, providing the opportunity to discuss the benefits of staging major events in the UK to enhance elite performance.

UK Sport's National Lottery funded World Class Events Programme supports the staging of events within the UK to benefit British sport. Recent research undertaken by UK Sport has quantified the advantage to athletes competing at home. This session will include a case study of a World Class Events Programme supported event including conclusions drawn by the Performance Director on the advantage of staging this event to maximise team performance.



OP Prodramme

18.00 Drinks Reception (Woodlands Suite)

18.45 Call to Dinner

19.00 Welcome and Theme Setting – Hazel Irvine, MC

19.15 Invitation – John Steele, CEO, UK Sport

**19.30** Dinner

21.30

21.00 Elite Coach Presentation – Sue Campbell, Chair, UK Sport

Keynote Speaker:

MONTY HALLS

22.15 Conclude



### DAY

## OP PROTUES day

08.30 – 09.15	Conference Start in Woodlands (all delegates)									
	Sutton Suite	Wishaw Suite	Warwick Suite	Lichfield Suite						
09.30 – 10.45	State of the Art Nick Allen & David Bintley	Whose Team is it Anyway? Chris Grant & Gemma Morgan	Preparing for Success James Cracknell	Between a Rock and a Hard Place Colonel Richard Westley						
10.45 – 11.15	Break									
11.15 – 12.30	Leading Teams, Changing Philosophies & Developing Culture David Faulkner & Danny Kerry	hanging Philosophies Developing Culture David Faulkner David Faulkner David Faulkner David Faulkner Developing Culture Developing Culture Team Culture Mark Evans, Orla Chennaoui								
12.30 – 13.30	Lunch									
13.30 – 14.15		Regroup in Woodlands (all delegates)								
14.30 – 15.45	Between a Rock and a Hard Place Colonel Richard Westley	a Hard Place It Anyway? Chris Grant & Nick Allen &								
15.45 – 16.30		Teams Regroup (optional)								
19.00 – 19.15		Key Reflections in Woodlands Hazel Irvine								
19.15 – 19.45		Preparing to be the Host Nation in 2012  Mark England & Clive Woodward								
19.45 – 21.00		Din	ner							
21.00 – 21.45	Phi		the Media Owen Slot & Gordon Farqu	har						
21.45 – 22.00			to Day Three Irvine							



08.00 - 08.45		Open Forums (s	see pages 47-48)							
	Sutton Suite	Wishaw Suite	Warwick Suite	Lichfield Suite						
09.15 – 10.30	Courageous Team Conversations Nigel Redman & Glenn Whitney	Beyond the Boundary: Developing Team Identity and Delivering Success Simon Timson & Clare Connor	Thomas Daley - Rapid Rise to World Champion at 15 Yrs Andy Banks	Leading Teams, Changing Philosophies & Developing Culture David Faulkner & Danny Kerry						
10.30 – 11.00		Bre	eak							
11.00 – 12.15	Creating a High Performance Team Culture Gerard Murphy & Trent Hotton	Comeback The Team Jennis Way Toni Minichiello, Paul Brice & Alison Rose	Finding, Winning and Breaking News Mark Evans, Orla Chennaoui & Lia Hervey	Creating an atmosphere of excellence Biz Price						
12.30 – 13.15	Regroup in Woodlands (all delegates)									
13.15 – 14.15	Lunch									
14.30 – 15.00		WLDP Presentati Sue Ca								
15.00 – 16.00	Keynote Speak	er: REDMAN								
16.00 – 16.15		<b>Conference</b> Hazel	•							
16.15 – 16.30		Closing I Sue Ca								





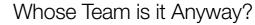
As a key member of one of Great Britain's most successful sporting teams, James has dealt with having the expectations of a nation on his shoulders and will offer an insight in to how this pressure manifests itself amongst his team in the boat. Despite everyone looking virtually identical and very dodgy in lycra, the journey to that point can be incredibly personal. Some could have had the smoothest rise, others may have had a very different route.

Similarly the parallels between success at the highest levels in sport and that of the dramatic and emotional stages of a gruelling adventure all serve to highlight the importance of quality relationships with those around you. When James tackled the Atlantic he did so without the support of a team he had come to expect and therefore came to appreciate his Olympic experience even more. Moving onto his experience of the South Pole he will focus on a relationship that required working at in order to come to an agreed strategy whilst also incorporating a third team member. Having learnt from being vastly under prepared when crossing the Atlantic, the team were determined not to let that happen again and although true to their word, being better prepared only works if you stick to what you've agreed.

### Finding, Winning & Breaking News Mark Evans, Orla Chennaoui & Lia Hervey (Sky News)

Sky News, the first with breaking news. Year after year, the channel has won News Channel of the Year. Second best just isn't good enough. Olympics Correspondent Orla Chennaoui, Olympics Producer Lia Hervey and Head of Home News Mark Evans, explain how time after time the channel exceeds expectations. Sky has a friendly culture but alongside this everyone in the organisation has a thirst for winning, a thirst for breaking news and a thirst for finding the stories. In getting there first, there is no room for poor performance and complacency. The Olympics team will explain their own quest for gold.





Chris Grant & Gemma Morgan

World class sport is fast-paced and ever-changing. Leaders who embrace this volatility stand to gain competitive advantage through their most important asset - their followers. Drawing on their extensive experience within world class sport, and their backgrounds in the military and business, Gemma Morgan and Chris Grant will challenge preconceptions about the role of the leader and the follower. They will offer practical tools and techniques to generate real empowerment across a team - whether of athletes; of coaches and support staff, or at strategic level - to improve performance and increase the chances

Nick Allen & David Bintley (Birmingham Royal Ballet Company)

The Birmingham Royal Ballet Company is recognised as one of the leading ballet companies in the world. But with 150 shows a year, throughout the UK and abroad, art comes at a price. This session aims to give an insight as to the true cost of the arts and the "team" charged with supporting as well as enhancing this talent.

The session will give an overview of the demands facing elite level dance performance and draw on some of the approaches utilised by the team to deliver outcomes. The session will be led by Nick Allen from the Birmingham Royal Ballet Company, with input from one of the Company's internationally recognised principal dancers, and include an enlightening interview with the Company's Artistic Director, David Bintley.



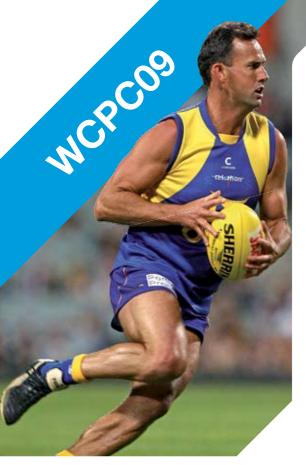
### Leading Teams, Changing Philosophies and Developing Culture David Faulkner & Danny Kerry

This session will bring together both a Performance Director's and Head Coach's personal reflections of leading teams over an Olympic cycle. David Faulkner will share his leadership approach to challenges and take you through his experience to date of leading a performance environment, the impact of behaviour and self reflection on his own leadership style and approach. Danny Kerry's own view of coaching teams has changed over time and with this, his own philosophy will reflect two main areas. One, the ever evolving nature and dynamics of a team through an Olympic cycle, and two, self reflection of his own coaching philosophy. The hope in presenting both of these areas is not to preach about what may be an effective way to lead and coach teams, but rather to share insights into the unique challenges of these roles over an extended period such as an Olympic cycle.









### Creating a High Performance Team Culture Gerard Murphy & Trent Hotton (Leading Teams)

The key theme for the Leading Teams workshop will be how to build and maintain a high performance team culture.

The workshop will address two key areas:

- a) building a high performance culture for your team
- b) building a high performance culture across teams

The workshop will examine the dynamics of creating an elite culture, sharing with participants many examples of working with professional sporting teams. This challenging workshop will be very practical and interactive.

Gerard and Trent will examine with the group how they can build a Behavioural Framework that identifies behaviours that teams must demand of each other and behaviours that will not be tolerated.

### Courageous Team Conversations Glenn Whitney & Nigel Redman

A highly interactive exploration of the elements that enable good teams to become great teams – the ability to engage in lively debates, challenge each other and hold team members accountable for measurable success.

Session highlights will include the following:

- > You have a common purpose. That's a great start what's next?
- > Creating trust as the linchpin of successful relationships
- > How excess harmony can lead to mediocrity
- > Making it safe to debate and express dissent
- > When conflict can be creative
- > Does your team need a designated deviant?
- > Dealing with disruption and disrespect





### Life After London John Steele

With less than three years to London 2012, the temptation is to focus every ounce of energy on preparations for the Games and not to look beyond that date. However, what life after London looks like for Olympic and Paralympic sport should start to be part of our collective and individual strategic planning and consideration. How can we ensure that the high performance system continues to be robust, resourced and sustainable post-2012, and that we are still in position to continue to deliver success once the unique excitement of a home Games has passed? In his session, John will focus on some of these key challenges that require our attention now if we are to be ready for 2013 and beyond.



Hamilton, Woods and Bolt all made their senior international debuts in their mid to late teens. Without question they are exceptional performers in their respective sporting fields, but have you ever wondered what the journey of these extraordinary talented individuals has involved? This session will explore the journey of Thomas Daley, whose talent has awed the diving world and the British public. Andy Banks, Thomas' coach, will give a unique insight into his pathway to success and becoming World Champion at just 15 years of age.

Andy will provide an insight in to how to manage talent that progresses ahead of expectations as well as explain where the critical junctions in the journey have been and how they were overcome. Managing family and balancing the act of physical/technical progression with emotional development in teenage sporting prodigies are just a few of the topics up for discussion. This session is a must for coaches, programme managers and support staff charged with nurturing and developing medal winning talent.

### Comeback... The Team Jennis Way

Toni Minichiello, Alison Rose & Paul Brice

Within any athlete centred programme, the service is delivered through and driven by the coach, with the aim of adding value to the coaching plan and achievement of the performance goals. A case study of the 15 month return from career threatening injury of Jessica Ennis to winning the World Athletics Championships earlier this year. The session will examine how NGB and EIS service delivery worked in partnership to re-hab, pre-hab and fundamentally change technique, producing a world class performance.

Taking a close look at the working relationships of Alison Rose (Physiotherapist), in dealing with rehabilitation and injury prevention, Paul Brice (Bio mechanist) for technique changes in long jump and 100m hurdles, working in conjunction with coach Toni Minichiello.





### Beyond the Boundary: Developing Team Identity and Delivering Success

Simon Timson and Clare Connor

English Cricket has experienced some very public high points and significant lows over the past year. This session will explore some of the unique challenges of developing a meaningful and robust team identity from three perspectives.

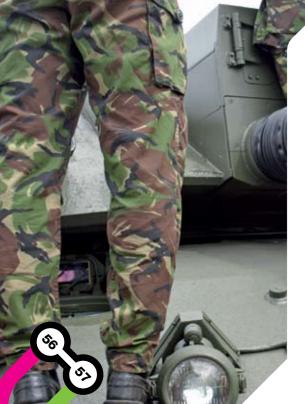
Insights will be provided into how England Women developed a unique identity that underpinned their successful pursuit of world dominance, the challenges the men's team face in developing a robust identity under the media spotlight and, how the science and medicine team has established a common purpose across multiple stakeholders. Presenters will discuss factors which promote and detract from a meaningful team identity. They will explore personal and team experiences of building a unique identity, its relationship to players and support staff taking personal and collective responsibility and accountability for performance.

### Creating an Atmosphere of Excellence

"Excellence on a daily basis" is the motto at the high performance centre for synchronised swimming. This session will share the challenges and successes of developing a High Performance Centralised Training Centre in a country where the sport was seen by many as a media joke.

Working with many international coaches and training centres over the past 10 years has given the National Performance Director, Biz Price, the unique perspective to select staff and athletes, creating a team of distinctive attitudes, willingness to try the unexpected and to pursue excellence in all areas of performance.





### Between a Rock and a Hard Place Colonel R J Westley

Richard Westley was aged 32 when he commanded 130 men on peacekeeping operations in Gorazde, Eastern Bosnia in 1995 when the Balkan War was at its height. Surrounded in an enclave, he was responsible for the security and development in the town. When the Bosnian Serb Army unleashed a ferocious attack on the town it was his company that held them off and prevented the fall of Gorazde. Srebrenica was not so lucky; the next town along the River Drina, it was overrun and 8,300 men were led away and subsequently murdered by the Serbs.

His talk "Between a Rock and a Hard Place" is a story of adversity and the determination of a team to overcome their challenges. It looks at maintaining the aim, the team and winning through. It addresses leadership issues on every level from the strategic to the tactical and offers insight to those who face battles of their very own.

PERSONALLE

Day	Time	Sutton	Wishaw	Warwick	Lichfield	Notes

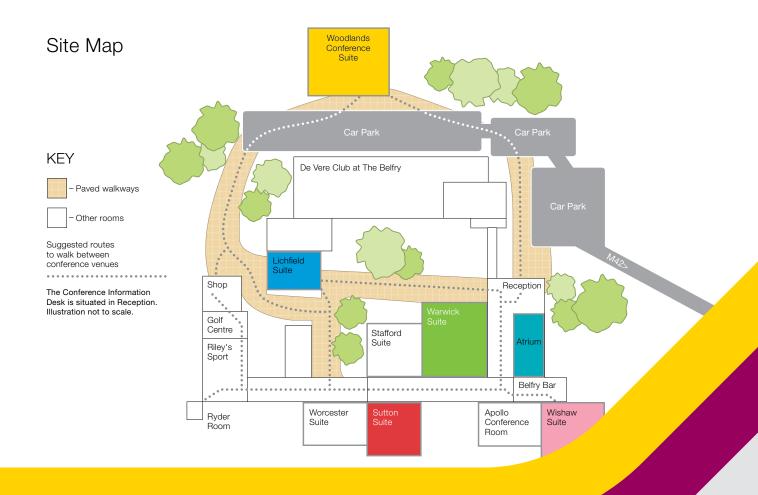


### PERSONALE

Day	Time	Sutton	Wishaw	Warwick	Lichfield	Notes







### THE BELFRY HOTEL

If you have questions or queries throughout the duration of the conference please contact a member of the UK Sport team or visit the registration desk located at the entrance of the hotel.

We very much hope you enjoy the World Class Performance Conference 2009.

### **CONFERENCE AND HOTEL SERVICES INCLUDE:**

- Full use of the Leisure Club
- IT and web access located in the Apollo room
- Golf to be arranged privately with the hotel

### WORLD CLASS PERFORMANCE CONFERENCE TEAM – UK SPORT:

Sam Whale – Performance Development Coordinator Adam Greaves – Performance Development Assistant

### WITH THANKS TO THE WCPC PLANNING GROUP:

David Tillotson – English Institute of Sport
Mike Hay – British Olympic Association
Jo Hopkins – Sports Institute Northern Ireland
Brian Davies – Sports Council for Wales
Dave Crosbee – Scottish Institute of Sport

Alan Olive - sports coach UK

Penny Briscoe – British Paralympic Association
Natalie Dunman – English Institute of Sport
Contant Burton – HK Sport

Gordon Burton – UK Sport Andrew Baptie – UK Sport Jessica Whitehorn – UK Sport Nikolai Boehlke – UK Sport

