



Ken Robinson
Developing a Process Approach to Create a
Performance Environment

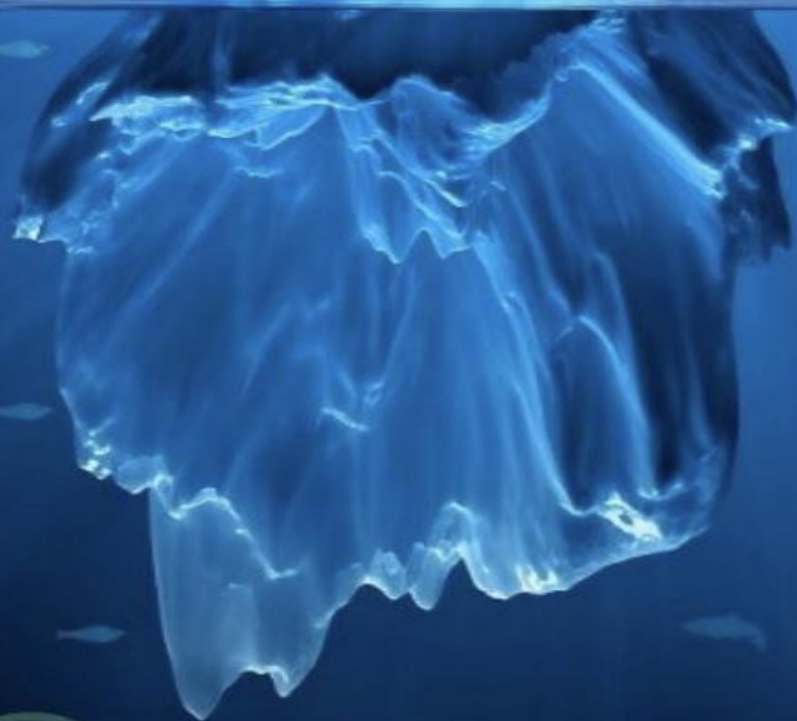


Developing a Process Approach to Create a Performance Environment

Ken Robinson

THE ICEBERG OF IGNORANCE

Only **4%** of problems are known to top managers



9% of problems are known to middle management



74% of problems are known to supervisors



100% of problems are known to front line employees



96% of problems are *not* known to top managers

Process

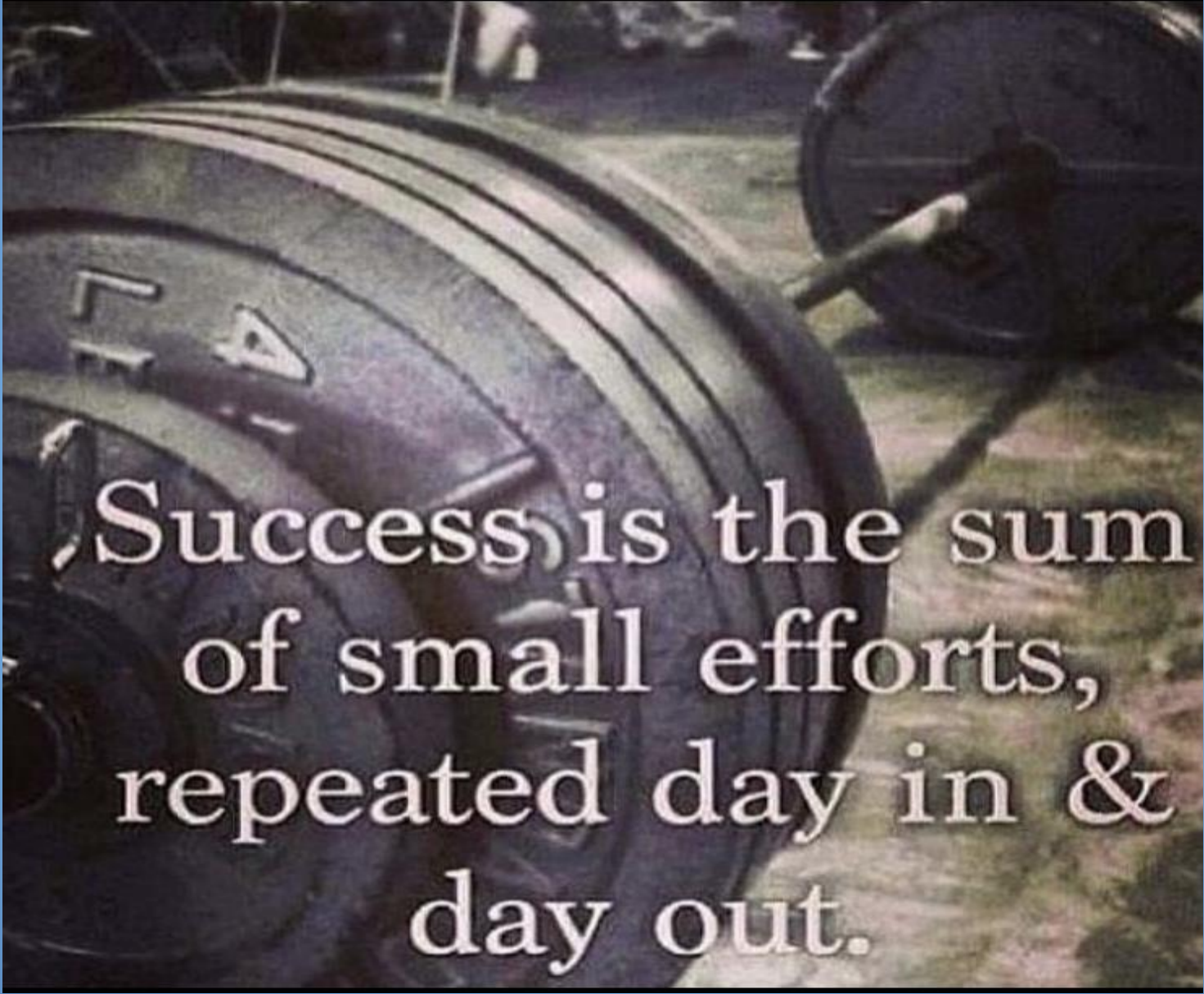
“Stick to the PROCESS”

“We have a PROCESS”

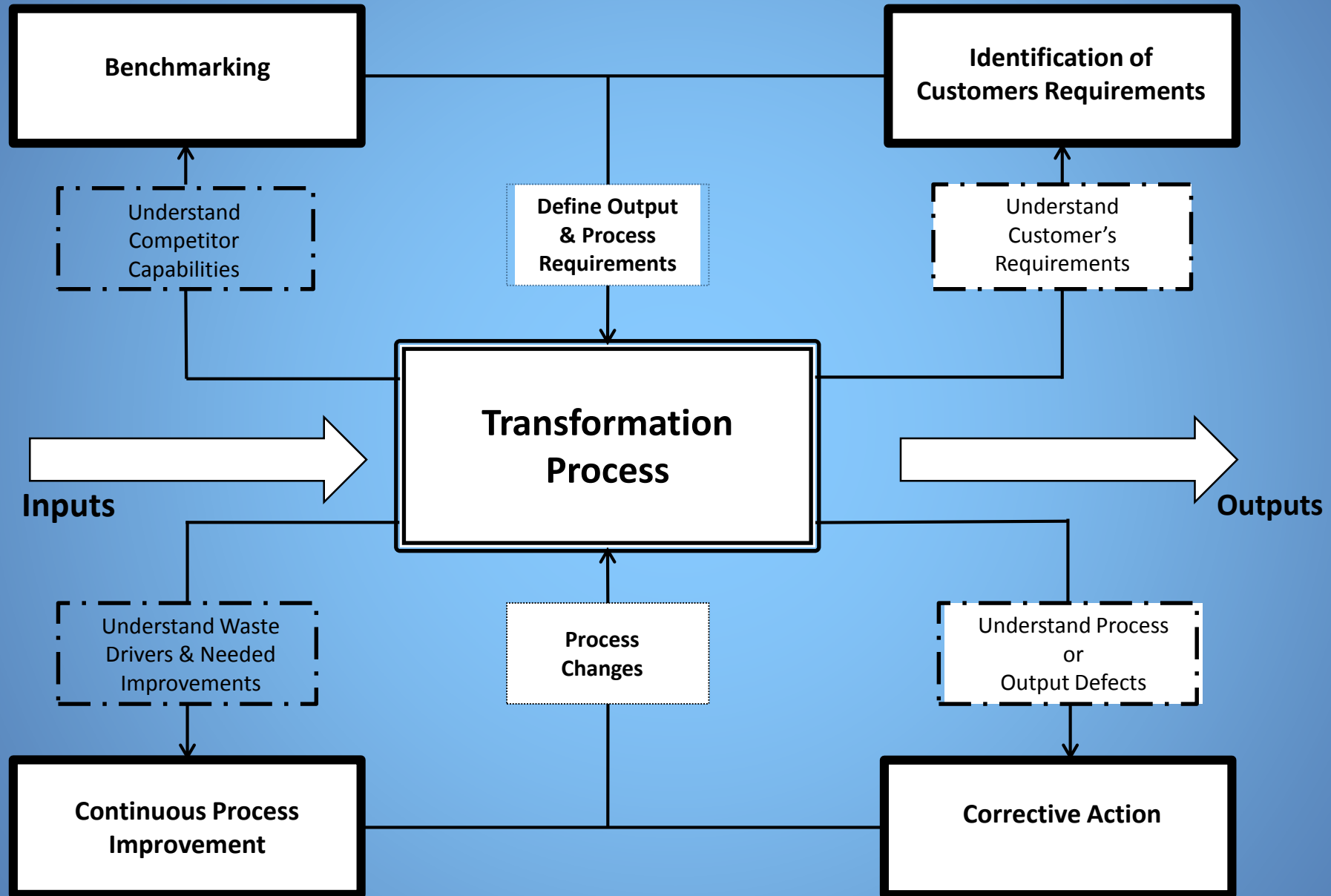
“We are PROCESS driven”

Process

- “a series of actions or steps taken in order to achieve a particular end”
- Goal ???
- Levels!
- Transformation!



Success is the sum
of small efforts,
repeated day in &
day out.



Process can be used for Hierarchy of Goals

Overall Strategy

Specific Functions

Specific Issues

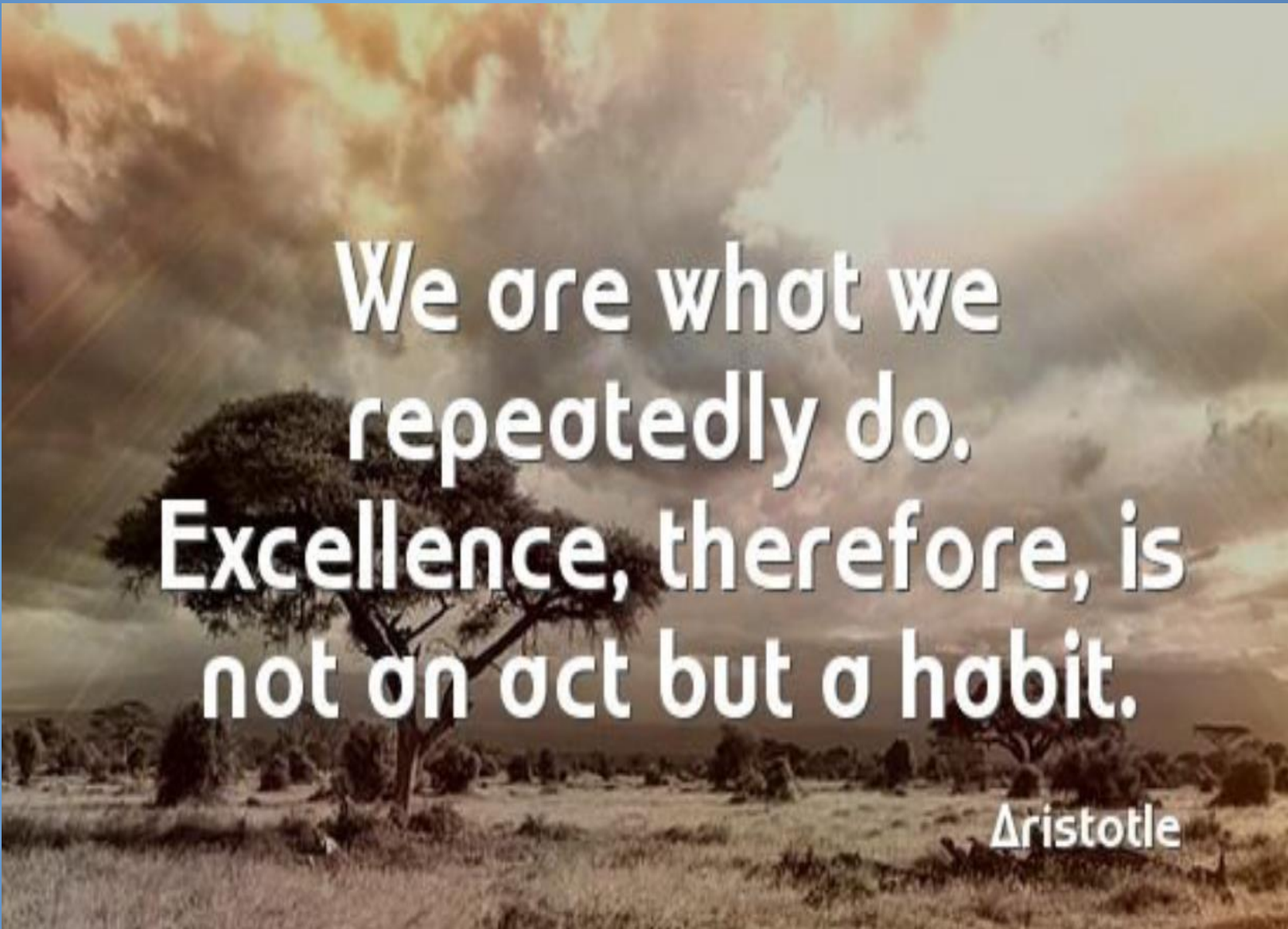


OUTPUTS

- Development of Player
- Development of Coach
- Healthy and Happy Player
- Skills
- Culture
- Short Term /Medium Term goals
- Overall Goal

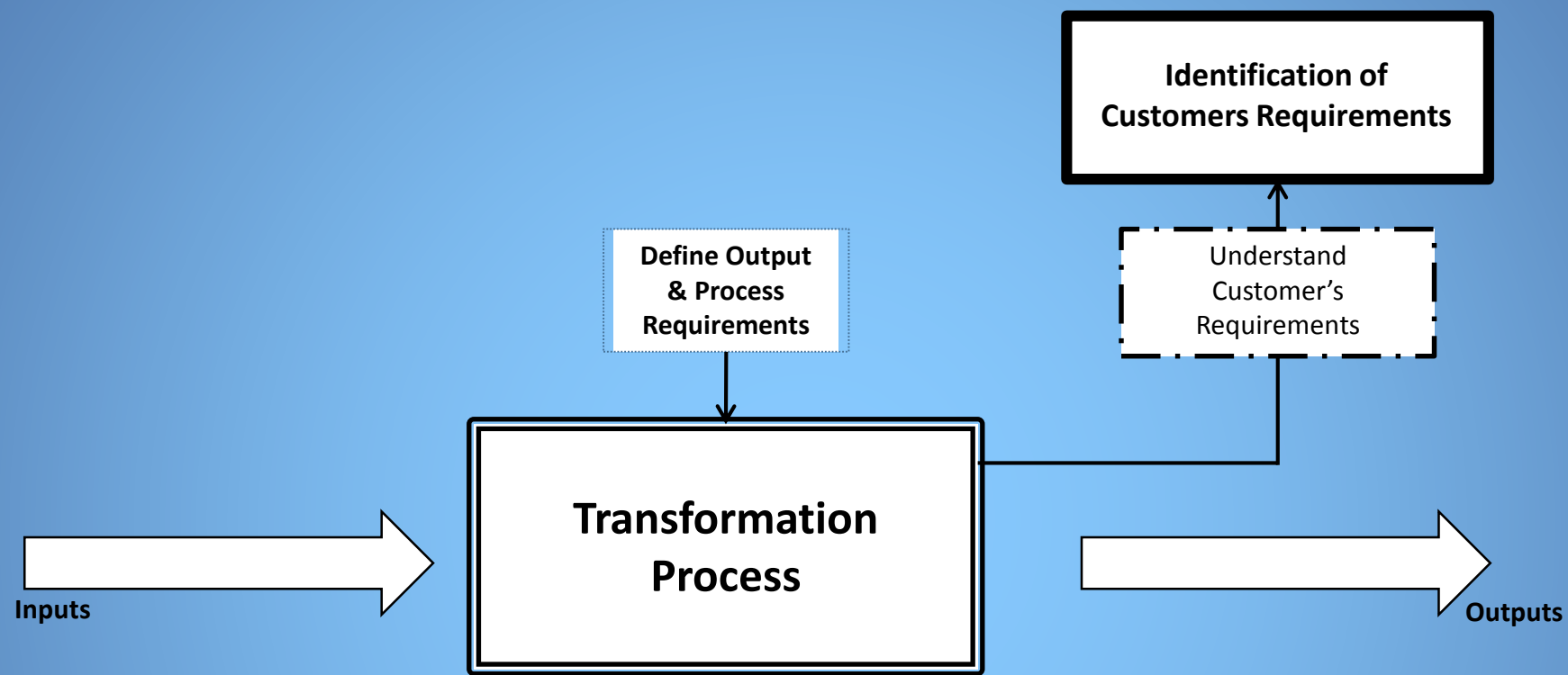
INPUTS

- Players
- Coaches
- Support Personnel
- Club/County/ Existing Culture
- Facilities
 - What Else???

A savanna landscape with a large acacia tree in the foreground and a dramatic, cloudy sky. The text is overlaid on the image.

**We are what we
repeatedly do.
Excellence, therefore, is
not an act but a habit.**

Aristotle

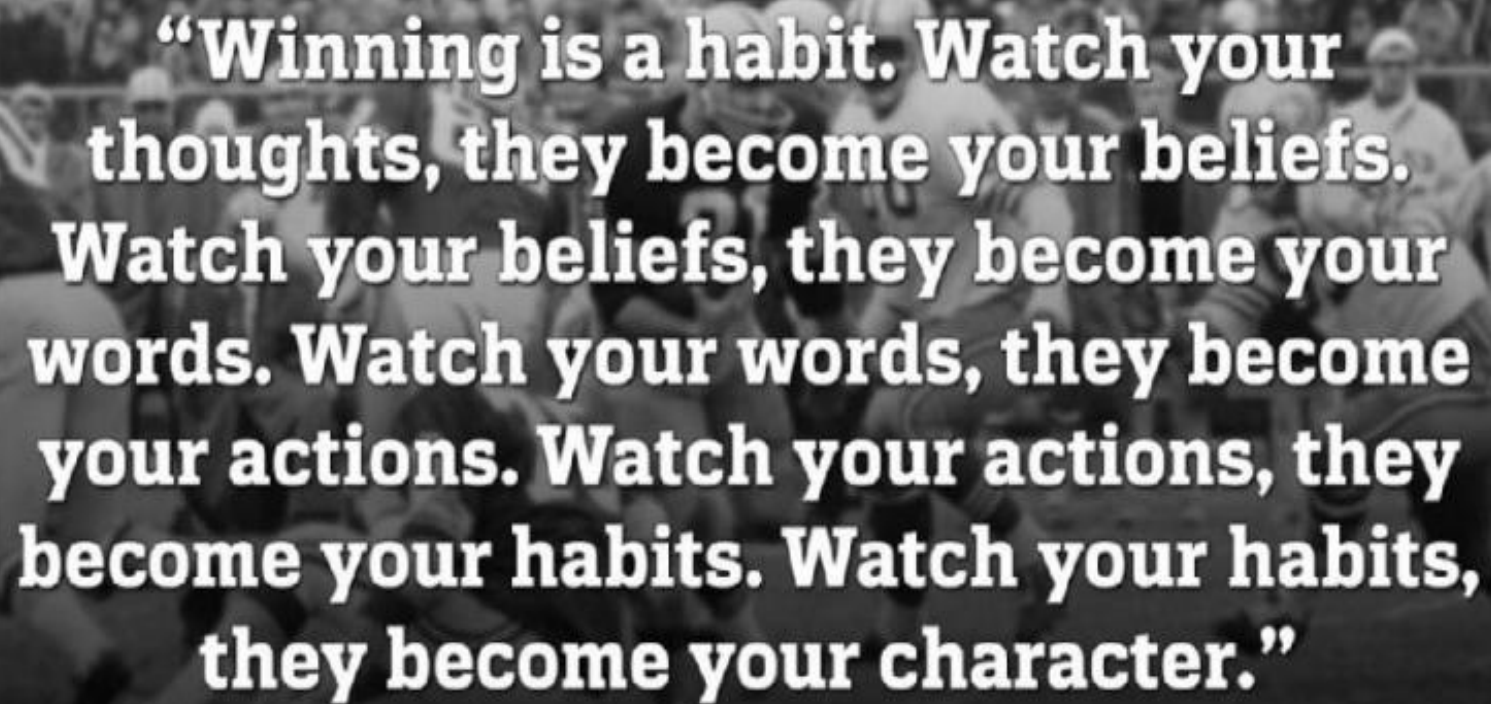


Coaching Requirements

- Expertise
- Clear Role Definition / FIT
- Interdependent part of backroom team
- Energy
- Enjoyment
- Development
- Support

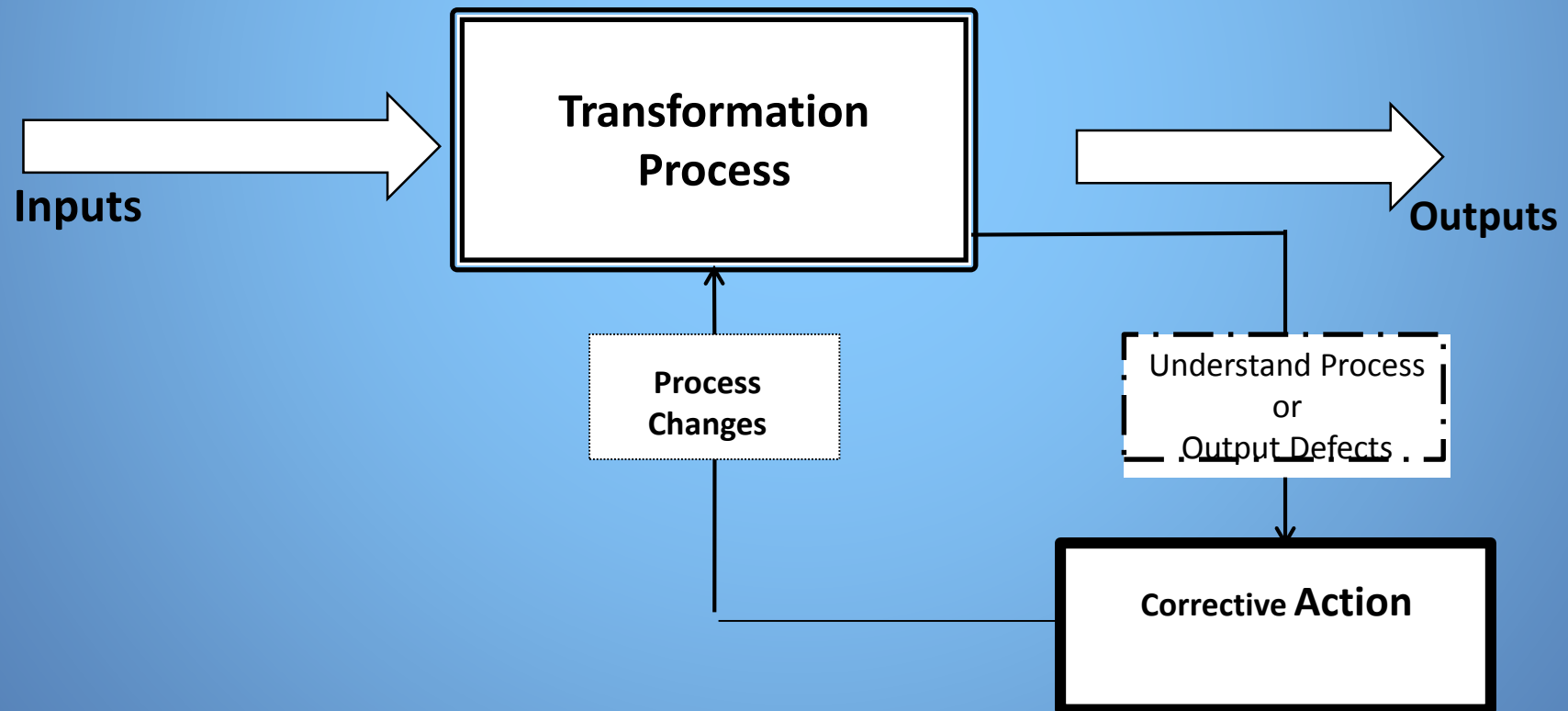
Player Requirements

- FUN / ENJOYMENT
- Skills development / Athletic development
- Welfare
- Education
- Load Management
- Time Efficient
- Acknowledgement



“Winning is a habit. Watch your thoughts, they become your beliefs. Watch your beliefs, they become your words. Watch your words, they become your actions. Watch your actions, they become your habits. Watch your habits, they become your character.”

-Vince Lombardi



Corrective Action

- Reflective practice
- Session /Week /Month
- Calendar plan
- Game week/day
- Load Management
- Players
- Coaches

SUCCESS IS AN ICEBERG

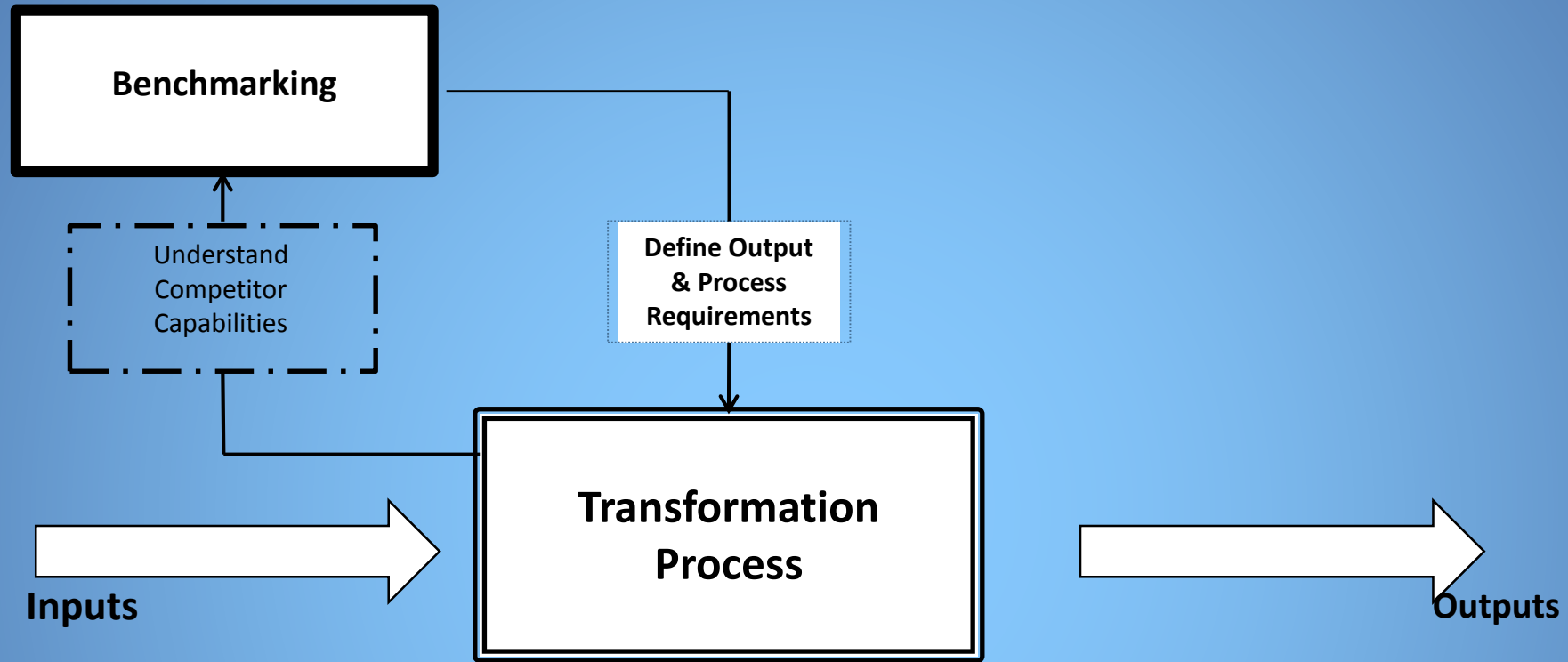


People see this.

RISKS
FOCUS
GOALS
PERSISTENCE
FAILURE
MASSIVE ACTION
SACRIFICE
HABITS
HARD WORK

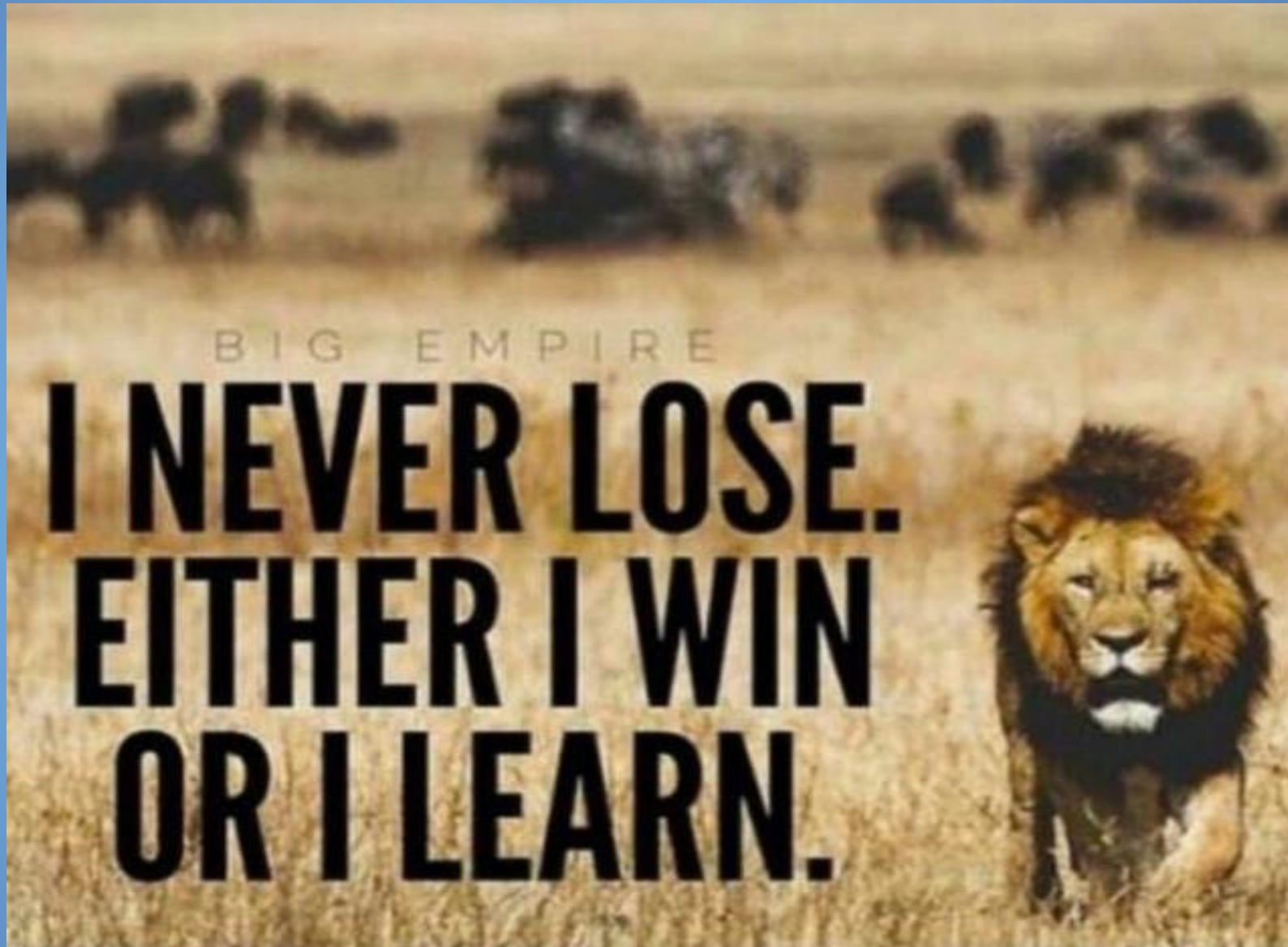
What really happens.





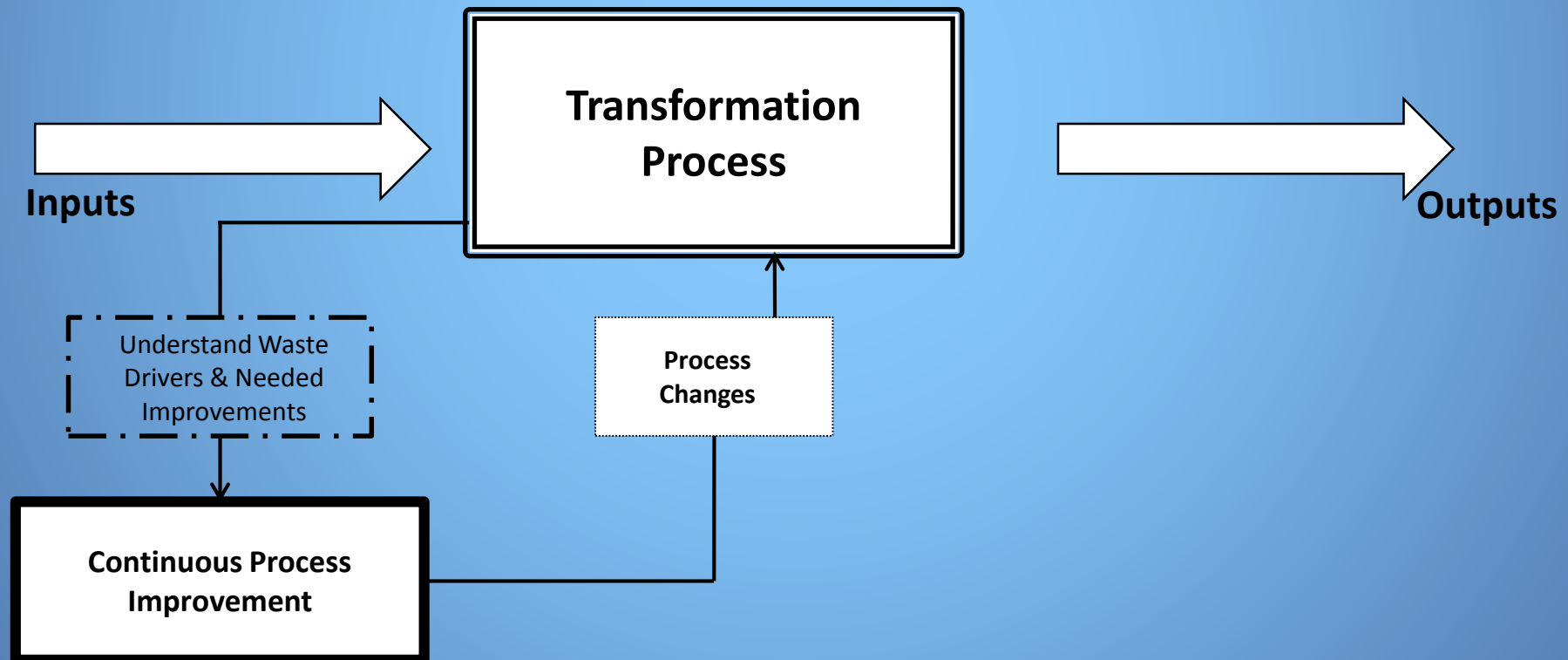
Benchmarking

- Best Practices
- Other Teams
- County
- Other Sports
- Business
- Coaches



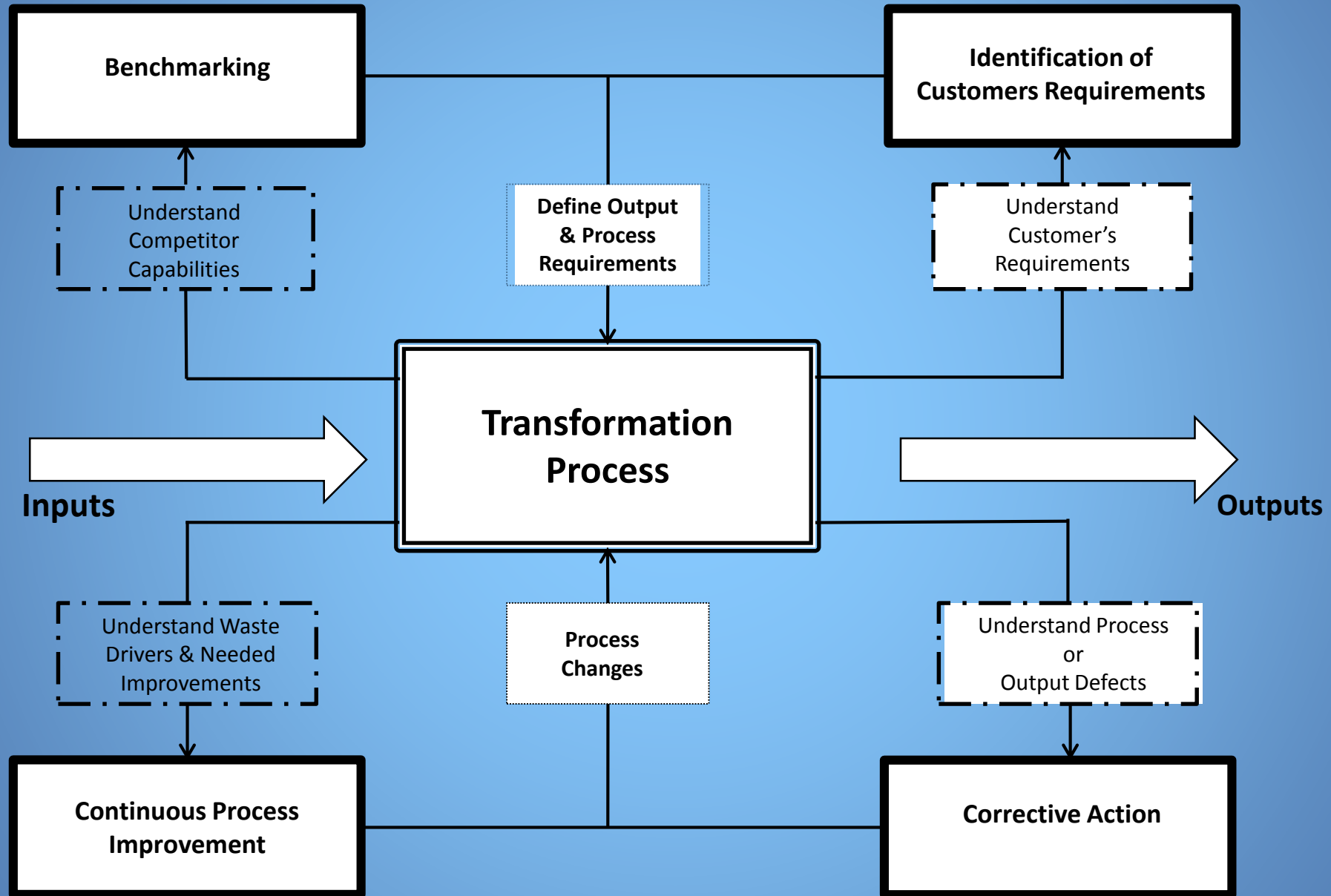
BIG EMPIRE

**I NEVER LOSE.
EITHER I WIN
OR I LEARN.**



Continuous Improvement

- Player /Coach Development
- Quality of environment
- Process improvement
- Overall Strategic Direction
 - Culture



Advice for ALL COACHES Throughout their CAREER

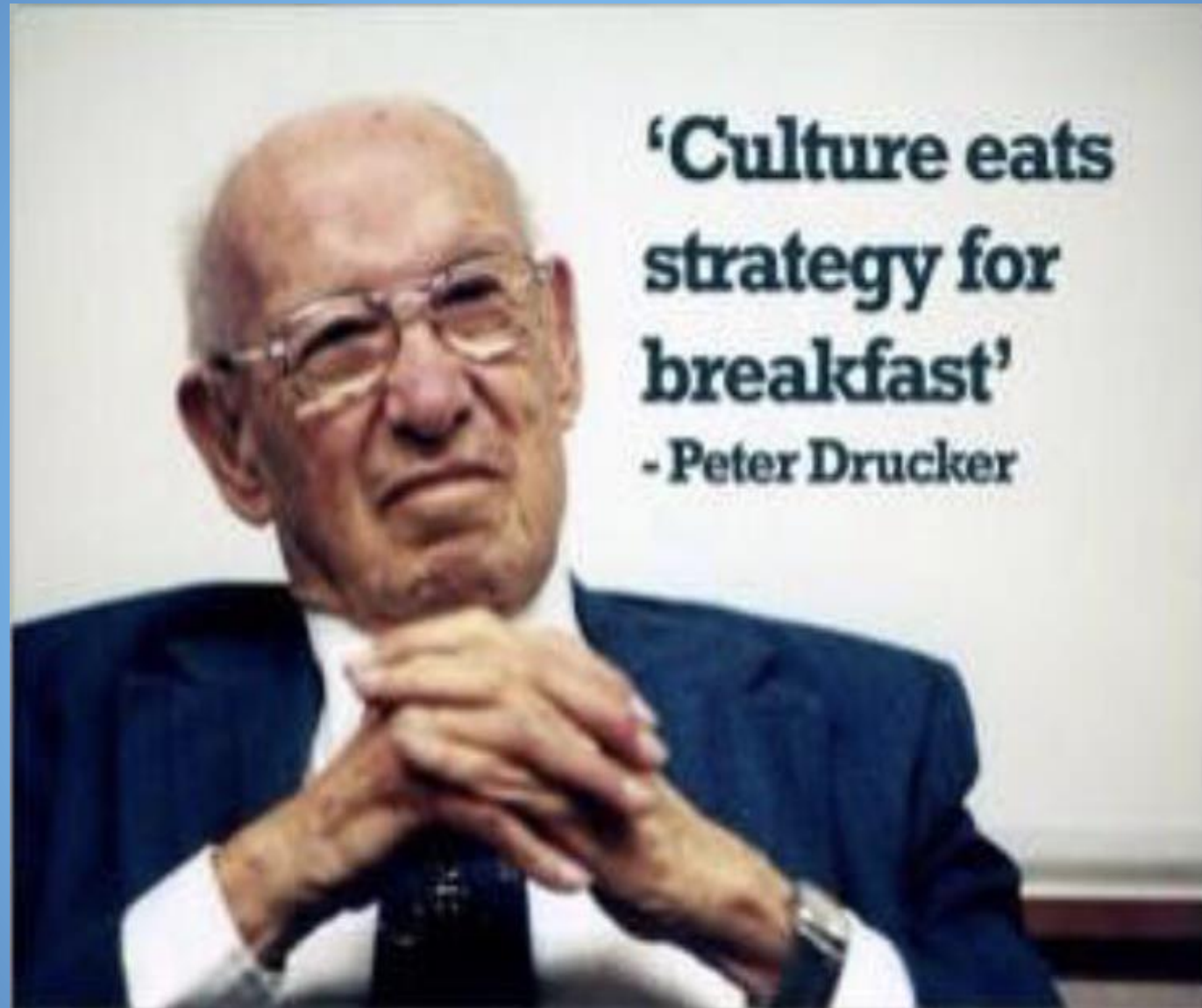
from the original Article

Advice to a Coach Beginning their Career

- Find a Mentor
- Practice Self Reflection
- Coach People, not the sport
- Maintain Emotions
- Hone Communication skills
- Listen then Be Brave & Honest
- Stress FUNdamentals
- Be Adaptable, Lead Change
- Be a Generalist
- Teach Control & Responsibility
- Enjoy EVERY day
- Enjoy the OPPORTUNITY

V Gambetta
Vern





**'Culture eats
strategy for
breakfast'
- Peter Drucker**