Olympic-winning strategies for business success
Will It Make The Boat Go Faster?

AN OVERVIEW

Over the past 4 years Will It Make The Boat Go Faster? has used its Olympic winning strategies, Performance Principles and Accelerators to deliver success for individuals, teams and organisations.

PROVEN AT THE HIGHEST LEVEL OF SPORT AND BUSINESS WE HELP:

• Senior teams to clarify their ambition (‘Crazy’ goal) and how they will work together to achieve it

• Galvanise teams around the vision, getting everyone to understand what’s in it for them and the skills, behaviours and beliefs required for success in their role

• Create a clear focus on performance, what’s important and how to work effectively together to achieve even better results

WOULDN’T IT BE AMAZING IF:

We helped to cut through what’s in front of you so that you can focus on what’s important. This means that you really can create an organisation in which everyone clearly knows which boat they’re in – and how to make it go faster, systematically, day by day.

WILL IT MAKE THE BOAT GO FASTER?
There is a material change in the way we work together, the questions we ask one another and the standards to which we hold each other. The question “Will it make the boat go faster?” rings out around all of the sites.

RICHARD HANRAHAN, DIRECTOR, AGILYSIS
Why teams work with us

Typical challenges

**Growth and Change**

- Highly successful results but an unsustainable ongoing approach
- Lack of clarity on the vision and who does what
- Fast growth, a merger or acquisition has changed the DNA
- Removing silos, establishing a consistent ‘way of doing things’
- How we can ‘tell it how we see it’ and remain open, honest and constructively challenging?

**The role is the toughest it’s been**

- Strategy doesn’t motivate the masses
- Multiple locations – need for a more unifying, aligned approach
- The team is well intentioned but ineffective
- Morale is low. How do we inspire and motivate to improve performance
- Addressing what is now a more complex and challenging Leadership role
- People can’t see what’s important & get busy with what’s in front of them

**Desire for step change in performance**

- New Leadership Team
- Good performance but desire for exceptional
- Inconsistent leadership/managerial approach
- Poor employee engagement scores
- High unwanted attrition
- The need to work smarter not harder
- Need Emerging leaders to take charge
Keynote speeches & conference management
To inspire, to whet people’s appetite for high performance

Performance programmes for leaders
To inspire world class performance from themselves, each other and the whole organisation

For everyone
So that world class performance means everyone, everyday, in every activity

For intact teams
So members work together exceptionally well to achieve extraordinary results

Through change
Addressing the unique performance challenges that come during growth and change

Champion programme
To increase the momentum of improvement

Rowing days
Learning the true meaning of teamwork! Putting into practice key outputs from workshops & performance program

1:1 Executive coaching
To enable key individuals to release their potential and tackle key challenges

Crazy goal workshops
To get clear on where you are heading and WHY

Consulting & facilitation
Working closely with boards & executive teams to improve clarity & performance

Will It Make The Boat Go Faster core programmes
QUICKER BEHAVIOUR CHANGE; MORE PROFOUND, ONGOING PERFORMANCE IMPROVEMENTS

WILL IT MAKE THE BOAT GO FASTER
OLYMPIC WINNING STRATEGIES FOR BUSINESS SUCCESS | 04
Why our approach works

QUICKER BEHAVIOUR CHANGE; MORE PROFOUND, ONGOING PERFORMANCE IMPROVEMENTS

**Proven track record**
- Our approach is bulletproof – it’s tried and has been successfully tested in the toughest of sporting environments and applied to business.
- Looking for evidence of improvement is a key habit – this is woven inextricably into the programme.

**Simplicity of message**
- Our material & delivery is straightforward and immediately applicable. No exclusive, belittling jargon.
- We use the same language, tools, and accelerators for all, creating a true multiplier effect, everyone in the same boat.

**Bespoke approach**
- Proven, road tested Olympic strategies and behaviours are rigorously applied to delegates’ own challenges and ambitions.
- We start with a diagnostic phase so we engage with what’s really happening. We really get to know YOU.

**Delegate centred**
- Showing what ‘high performance’ looks like in their specific role & environment.
- A measurable, immediate difference in performance: Our approach ensures delegates can road test a concept in the session and apply it immediately in their real world.

**Emotional connection**
- At the heart is a simple, honest, inspiring story of an ordinary bloke who did something extraordinary.
- We have vastly experienced facilitators who are steeped in delivering performance improvement (as well as Olympic success!).
Achieving high performance starts with our Performance Principles

There is a material change in the way we work together, the questions we ask one another and the standards to which we hold each other. The question “Will it make the boat go faster?” rings out around all of the sites.

1. Focus on what's important
   Ensuring that all actions, behaviours and decisions are aligned, everyone is rowing in the same direction.
   Establishing personal motivations & what's important to peers & teams.

2. Focus on performance in order to get results
   Ensuring that all actions, behaviours and decisions are aligned, everyone is rowing in the same direction.
   Establishing personal motivations & what's important to peers & teams.

3. Work together effectively
   The whole organisation needs to be in the same boat, rowing better together.
   How to lead & work with a wide variety of others to achieve goals.
Will It Make The Boat Go Faster Performance Accelerators

The 10 Will It Make The Boat Go Faster? Accelerators are the proven behaviours and strategies that underpin the performance principles.

1. Focus on what’s important
   - Razor sharp prioritisation
   - Belief building
   - Self motivation – floating my boat

2. Focus on performance, in order to get results
   - Getting curious about the recipe
   - Useful habit building
   - Bull***t filtering
   - Bouncebackability

3. Work Effectively Together
   - Telling it how you see it
   - Getting help
   - Exciting others to high performance

Turning Olympic winning strategies into everyday business success.
Benefits of implementing the Performance Principles & Accelerators

MEASURABLE, IMMEDIATE IMPROVEMENTS IN TEAMWORK & PERFORMANCE

1. Focus on what’s important
   - Everyone is clear on where the company is headed
   - Greater collective commitment to achieve the company’s ‘Crazy goal’
   - Greater interest, excitement and motivation about high performance
   - Progress towards achieving your ‘Crazy goal’
   - Better filtering out of distractions; greater bouncebackability from setbacks

2. Focus on performance in order to get results
   - People understand specifically what ‘gold winning performance’ looks like for their role
   - Individuals improve their performance; make step changes to raise their game
   - Individuals develop powerful habits - they continually improve, get better every day.
   - ‘The system’ performs better. e.g. decisions are made at the right level, broken processes get fixed

3. Work together effectively
   - People build the right networks to get you to the podium
   - People know how to get the best out of each other
   - Teams work together effectively to pursue common goals
   - People actively seek out feedback to improve performance
   - People ‘tell it how they see it’ problems are aired and dealt with effectively
Some of our clients

WE ARE PROUD TO BE WORKING WITH OVER 60 CLIENTS ACROSS 13 COUNTRIES

[Logos of various clients]
Some recent testimonials

“Will It Make The Boat Go Faster? delivered everything that we’d hoped for in our endeavour to attain clarity on our strategy, goals and culture.”

MARCUS WHITEHEAD, PARTNER AT BARNETT WADDINGHAM

“I knew they would have an impact, I had no idea it was going to be as big as it was. It’s the best money I spent last year bar none. The best decision I made.”

OLIVER COCK, MANAGING DIRECTOR, COMMERCIAL COMPASS GROUP UK

“In summary, the principles are simple to adopt and very powerful when consistently put into action. The team at Will It Make The Boat Go Faster? been both challenging of us and a pleasure to work with.”

CATRIONA MARSHALL, CHIEF EXECUTIVE, HOBBYCRAFT