WILL IT MAKE THE BOAT GO FASTER?™

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

AN OVERVIEW

Over the past 5 years Will It Make The Boat Go Faster? has used proven Olympic winning strategies to deliver business success for individuals, teams and organisations.

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

• Senior teams to clarify their Crazy goal and how they, and the rest of the organisation, will work together to achieve it.

• Create a clear focus on performance, in order to achieve the best results.

• Teams to perform at their peak level. They understand, practice and apply the skills, behaviours and beliefs to move from good to gold medal performance.

WOULDN’T IT BE AMAZING IF:

You could create an organisation in which everyone clearly knows which boat they're in, the direction it’s heading, and how to make it go faster day by day.
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 Individuals, Teams & Organisations Work With Us**

**Typical Challenges**

**Growth and change**
- Successful results but “We can’t continue like this”
- Lack of clarity on the vision and how to get there
- Fast growth, a merger or acquisition has changed the DNA
- Removing silos, establishing a consistent ‘way of doing things’

**The role is the toughest it’s been**
- People are working harder and are exhausted
- Low employee engagement
- People can’t see what’s important and get busy with what’s in front of them
- Desire for an open, honest culture with far stronger collaboration

**Desire for step change in performance**
- Strategy doesn’t motivate employees
- Performance is suffering due to the amount of change
- Need to inspire, motivate and build beliefs
- What was good enough last year won’t be in the future
Core Programmes

OLYMPIC WINNING STRATEGIES FOR BUSINESS SUCCESS

The Book
An inspiring Olympic story applicable to everyone wanting to win their own gold medal. Simple, effective techniques to succeed in everyday life and business.

Keynote Speeches
Inspiring stories of winning an Olympic gold, becoming World Champion, operating in war zones, supporting champions and performing at the highest level. Always relevant to business today.

Conference Design & Facilitation
Conferences are a rare opportunity to inspire, unite and build beliefs. We have global experience of delivering events that build a platform for performance change and live long in the memory.
Crazy Goal Workshop
Collaboratively creating the unifying vision and ambitious goal that defines ‘success’. Establishing the underpinning behaviours, habits and attitudes that really make a difference to the way you work.

Board Consulting
Trusted external advisor providing real-time observations and consulting on organisational direction and collective performance. Proven track record of honest, challenging and practical recommendations for improvement.

Leadership Performance Programme
We deliver clarity on how world class leadership translates into everyday action and how leaders can consistently be a better version of themselves. Performing under pressure, exciting others to high performance and building an Olympic level crew all form part of the approach.
High Performance Programmes

An experiential programme tailored to your business. Delegates develop a razor sharp focus on what’s important and establish the key habits of what’s required for consistent performance. We help individuals and teams embed the beliefs, mindset and behaviours to meet the toughest expectations.

Leader Led Training

High impact but cost effective approach for enabling leaders to bring to life simple, practical Olympic winning strategies to improve performance mindset, focus and collaboration.

Coaching

The coach’s role in Olympic sport is paramount. Our highly experienced coaches enable key individuals to get ‘race fit’, tackle challenges and release their full potential.
High Performance Programmes

ACHIEVING WORLD CLASS PERFORMANCE

DAY ONE

Diagnostics & Design

High Performance Focus

DAY TWO

High Performance You

DAY THREE

High Performance Team

The Podium Event

Example Supporting Modules

PERFORMANCE UNDER PRESSURE

BOUNCEBACKABILITY & RESILIENCE

ROWING DAYS

PERFORMANCE THROUGH CHANGE

EXCITING OTHERS TO HIGH PERFORMANCE

HIGH PERFORMANCE COACHING

THE HIGH PERFORMANCE PROGRAMME WILL BE REINFORCED BY 1:1 OR GROUP MOMENTUM COACHING AND ONLINE SUPPORT
Why Our Approach Works
FROM AN OLYMPIC GOLD MEDAL TO CREATING BUSINESS SUCCESS

Proven track record
- Our approach is bulletproof – it has been tried and tested in the toughest of sporting and business environments.
- We have world-class coaches and facilitators that know what elite performance looks like and how to get there.
- Our proven Olympic strategies and techniques are time and again successfully applied to delegates’ day to day challenges and ambitions.

Simplicity of message
- Our material and delivery is straightforward and immediately applicable. No exclusive, belittling jargon.
- Our language and techniques are sticky. They resonate and stay with delegates; they ‘get it’.

Bespoke approach
- We start with a deep diagnostic phase so we can engage with what’s really happening. We get to know YOU.
- Delegates go back to their desks and do things differently, creating a measurable, immediate difference in performance.
- Our approach ensures delegates can road test a concept during the session and apply it immediately to their real world.

Emotional connection
- At the heart is a simple, honest, inspiring story of an ordinary guy who, along with his crew, revolutionised the way they worked and did something extraordinary.
- We change people’s beliefs and mindset about what is possible and excite them around ‘What’s in it for them’.
Our Performance Principles & Accelerators

THE 10 WILL IT MAKE THE BOAT GO FASTER? ACCELERATORS ARE THE PROVEN BEHAVIOURS AND STRATEGIES THAT UNDERPIN THE THREE PERFORMANCE PRINCIPLES

1. **Focus on what’s important**
   - Razor sharp prioritisation
   - Olympic winning beliefs
   - Self motivation – what floats my boat

2. **Focus on performance, in order to get results**
   - Get curious about the recipe
   - Build useful habits
   - Bull****t filters
   - Bouncebackability

3. **Work together effectively**
   - Tell it how you see it
   - Get help
   - Excite others to high performance

Turning Olympic winning strategies into everyday business success
Benefits Of Implementing Our Performance Principles & Accelerators

1. **Focus on performance, in order to get results**
   - Everyone understands specifically what ‘gold medal performance’ looks like for their role
   - Bridging the gap from current to desired performance excites and motivates
   - Individuals develop powerful Olympic winning habits - they get better every day
   - People understand the beliefs and attitudes which drive them when they are at their very best

2. **Focus on what's important**
   - There is razor sharp clarity on how to allocate your core time and energy, so you are truly focusing on how to achieve your Crazy goal
   - People understand what 'floats their boat'
   - Individuals are better at filtering out distractions, they control the controllables and bounce back quickly from setbacks

3. **Work together effectively**
   - Teams understand how to harness everyone’s power
   - People know what makes each other tick and work together effectively
   - Flashpoints are managed; the impact of egos and silos are reduced
   - People actively seek out and give feedback so performance continues to improve
The Challenge

Columbus wanted to find opportunities to work smarter rather than harder, enhance their customer service, support their fast growth, improve staff retention and develop leadership skills across the business.

Approach:

- Diagnostic and design
- Internal launch event
- Company-wide profiling and team building sessions
- 6-month High Performance Programme
- Digital content to help maintain momentum
- Champions Programme to embed the Will It? behaviours and principles

The Outcomes:

- A more empowered and trusted leadership team
- A more effective work force with a customer success focus
- A clear culture of continuous improvement with the tools to support
- 50% reduction in attrition
- Increased employee referrals
- Increased customer referrals

“Working with the Will It? team has bought clarity of focus to the company’s overarching ambition, and a strong focus on performance enhancement.

The workshops and training have helped to build stronger trusted relationships and empowered everyone to lead more and challenge further the status quo.

I strongly recommend working with the Will It? team if you want to take your company to the next level.

MARY HUNTER, COUNTRY MANAGER, COLUMBUS GLOBAL

In June 2016 Columbus were named Microsoft Global ERP Partner of The Year
The Challenge

Urgo approached us in 2016 to help them achieve ambitious growth plans including two major product launches, increase their salesforce by 25% and gain significant market share. Urgo knew they could only achieve this by creating a culture change across the business.

Approach:

- 5 internal conferences with tailored workshops
- 360 degree feedback sessions
- Buddy calls to maintain momentum
- Embedding the Will It? language in everything they do
- Additional training with leaders

In 2016 Urgo’s UK business won the global award for performance improvement.

Results:

- More success in winning tenders than ever before
- Major growth outstripping all its industry partners
- Urgo reached 4th in their UK market
- Consistently higher engagement scores year on year
- Increased staff retention
- Improved work life balance

"The team at Will It? impressed us from day one, wanting to understand our business, our vision for the future and support us in a programme that challenged everyone within the organisation to achieve our Crazy goals.

The whole team looked forward to each session to progress those small changes that will ultimately make a huge difference to our business.

We would highly recommend Ben, Harriet and the team as they can help you make that cultural change."

PHILIP WILKINSON, NATIONAL SALES MANAGER, URGO
Some of Our Clients

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

Brunel University London
DLR
Hiscox
Telefónica O₂
CITRIX
Better Bathrooms.com
Laurent Perrier
Coca-Cola
astellas
SAP
SamBro
Unilever
Collinson Group
Acora
hobbycraft
Compass Group
Volkswagen Financial Services
URGO
Columbus
AGILISYS
"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. The best decision I made."

OLIVER COCK, MANAGING DIRECTOR, COMMERICAL, FOODBUY UK & IRELAND

"The initial conversation we had was quite transformational - we had no single goal, no unifying purpose and at the end of the process we had a Crazy goal that defines everything we stand for as a brand. We use it everywhere – recruitment, training, employee engagement, decision making – we refer to our Crazy goal for every decision we need to make around the leadership table."

KATE MARKHAM, MANAGING DIRECTOR, HISCOX DIRECT

Will It Make The Boat Go Faster? delivered everything that we’d hoped for in our endeavour to attaining clarity on our strategy, goals and culture. Tom’s two facilitated workshops were the highlight of our engagement and exceeded all of my expectations. Inspirational.

MARCUS WHITEHEAD, PARTNER, BARNETT WADDINGHAM
Want to find out more?

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Our Crazy Goal: Make a difference / Smash our targets / Enjoy our lives