



The 'Seven Secrets of Olympic Performance' Master Class

Business Driver

Team GB had its most successful Olympics ever in Beijing while business was shrinking in the face of the worst ever economic climate. Can business learn from Olympic sport? The Olympic athlete undertakes a rigorous and disciplined training programme to achieve his/her best performance at a given time on a given day. How can you exploit the Olympic spirit of commitment, performance and passion to succeed as London 2012 approaches? 'The Seven Secrets of Olympic Performance' master class will answer this question; motivating and inspiring your team to achieve 'Gold medal' performance



In a Nutshell

The 'Seven Secrets' workshop is a one day master class featuring World Championship silver medallist, Alan Campbell and his coach, Bill Barry, co-founder of 121partners. Bill is an ex-CEO and Olympic silver medallist himself so is uniquely placed to discuss what business can learn from the world of Olympic sport.

Discover the mysteries of 'squeezing the cheese', 'the Gold Medal cake' and the power of 'Virtus' as Alan and Bill share the story of their unique coaching partnership. Review the highlights and disappointments of Alan's career. Quiz them on what it takes to achieve the highest performance levels in sport and in business. Later, apply this learning to your own business situation and develop your own action plan through facilitated exercises and support.

Alan's Story

Alan Campbell's story is remarkable. A novice rower when he first met Bill Barry six years ago, he declared that his goal was to win Olympic gold.

Three years later, in 2006, Alan won the World Cup regatta series. In June 2008, seven weeks before the Olympics, he had surgery on an infected knee. He defied medical opinion to recover in time for the Beijing Olympics, coming fifth in the final.

In August 2009, Alan won the silver medal at the World Championships in Poland, setting down a clear marker of his intentions and erasing the disappointment of Beijing. Bill and Alan have now set their sights firmly on a gold medal at London 2012

Testimonials

'I thought you gave a great motivational speech. The audience feedback has been very positive' – CEO, Chartered Management Institute

'The surprise of rowing and the Olympics and its relevant analysis was an outstanding way to build and motivate our team' – Managing Director, IBM

'I now know what teamwork is all about' – Director Logica

'The event was very successful. In particular, the innovative way Olympic sport was linked to business'. - President Equant Financial Services

Next step: To explore how we could make a difference to your organisation, please contact 121partners at:
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