



Case Study

England & Wales Cricket Board (ECB)

THE BACKGROUND

The ECB's Head of Elite Coach Development, joined Inside Performance on the NLP Practitioner for Sport Programme in 2008 in order to look for a course that was different to the bog-standard 'sport psychology' training that was available.

After completing the course, some of the key benefits of the programme that the ECB thought would be beneficial for their key personnel included...

- The focus on both personal as well as professional development
- Enhanced effective communication
- The development of Emotional Intelligence (EI), which is a key variable of being successful in all areas of life, including sport, and NLP is an excellent field for EI development
- Building intra and interpersonal skills that make for stronger working and coach-athlete relationships

From this the ECB decided that they wanted a programme that would deliver these key aspects in line with the other benefits of the NLP Practitioner for Sport programme, specifically for their elite staff.

THE SOLUTION

In the summer of 2009 and again in 2010, Inside Performance delivered the **ECB High Performance NLP Practitioner for Sport programme** for 28 of the ECB's staff, including coaches, managers, education consultants, performance consultants, trainers and sport psychologists.

The residential programme ran over 9 days where the delegates developed essential aspects of their personal and professional development including...

- Communicate effectively and with purpose
- Use imagery and pre-performance routines with greater effect
- Create a positive mindset
- Develop leadership and managerial skills
- Control emotions and get 'in the zone'
- Get rid of unhelpful patterns thinking and negative beliefs

All delegates were given skills and techniques that could be used for themselves and with others and on the final day of the programme, all worked in pairs to demonstrate their new Practitioner skills with a 'client' on Integration day – designed to consolidate their learning (as a Practitioner) as well as offer the chance to breakthrough some personal barriers (as a client).

THE RESULTS

From the feedback received, not only was the training deemed to be enjoyable and successful in terms of the confidence in applying the tools after the course, it was clear that clear strategies were gained for performance enhancement across the board. These improvements in performance occurred throughout the course in between each stage of the programme, whereby delegates tried and tested their new techniques, as well as beyond.

Life changing personal breakthroughs on the programme have led to clearer working outcomes and achievements as well as a few delegates, including the Head of Elite Coach Development, continuing their NLP journey by joining us on our NLP Master Practitioner programme.

"The NLP Practitioner course has helped me see the world from a different point of view."

"I would definitely recommend this course to any coach who is looking for that extra key to unlock players' potential and bring out more from everyone they encounter."

"I am capable of recognising NLP language and behaviour. I am paying far better attention to those I am working with and as such making far better choices about the language I use (mine and theirs i.e., body and words and both intent and content), the questions I ask, the interventions and techniques I choose. I am not afraid to be a little more directive."

"A very professional course with relevant content. It has been as useful in my development as a person in everyday life as it has been in the workplace"

"Yes - I am far more relaxed with the less able cricketers I coach and have learnt to see what they are good at rather than focusing on their weaknesses. It has also given me more thought about enjoyment and the improved performance is definitely linked in with more fun and enjoyment in the process of achieving success. I know ask questions in a more open manner and require my 'students' to think for themselves, with a hopeful effect of making them better decision makers."

"Invaluable resource for anyone working in the sports coaching/support business."

"This course was the master key to start opening many doors and opportunities for my future. The material and methods have allowed me to change my self-perception as well as how to help improve others. I now have tools that have a greater and lasting impact to improve myself and help others to improve both in sport and life in general. It is an invaluable tool for every walk of life."

THE FUTURE

Since the original programme, the ECB have decided to continue their relationship with Inside Performance and extend the opportunity to both high level management and elite coaching personnel with an NLP Practitioner for Sport programme each year.

In order to expand the opportunity to all level 3 and 4 coaches, workshops are also in the pipeline so that personal and professional coach development is occurring from the ground up.

"From the perspective of learning, the best investment of time I have ever made. Delivered with professionalism, great knowledge and understanding of the world of elite performance sport and I would highly recommend the programme to any coach who is interested in becoming better"

Gordon Lord
Head of Elite Coach Development
England and Wales Cricket Board

"The NLP course has been a fascinating journey into discovering ways of improving my performance. I have no doubt that the skills and knowledge I have learned will help me enormously in my role"

Hugh Morris
Managing Director
England and Wales Cricket Board