

Winning Cultures



1. An introduction.
2. Seeing rugby in **colour**.
3. Some thoughts on the Australian Institute of Sport.
4. Looking for insights from outside and inside sport.
5. An **invitation** for you to follow your thoughts wherever they may take you.

Patrick Cazal



On n'avait pas le plus gros budget, les meilleurs joueurs, mais on a prouvé que pour gagner un titre, il fallait quand même garder les valeurs du sport.

We did not have the biggest budget, the best players, but we proved that to win a title, we still had to keep the values of sport.

Photo Credit

<http://www.machainesport.fr/patrick-cazal-sera-dans-tribune-hand/>



Le sport, c'est dur. Une équipe a gagné, une autre a perdu. Malheureusement, c'est nous qui avons perdu.

Sport, it's hard. A team has won, another has lost. Unfortunately, it is we who have lost.

Photo Credit

<http://www.rugby365.fr/top-14/vern-cotter-une-aventure-humaine-et-sportive-1130400.shtml>

Les heros sont fatigues: the catabolic effect of training and competition

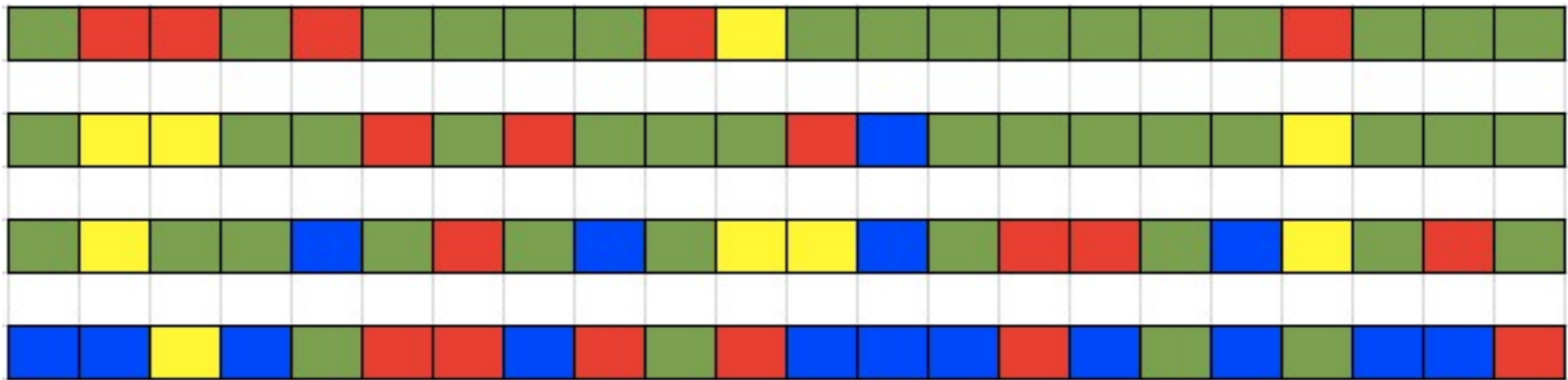
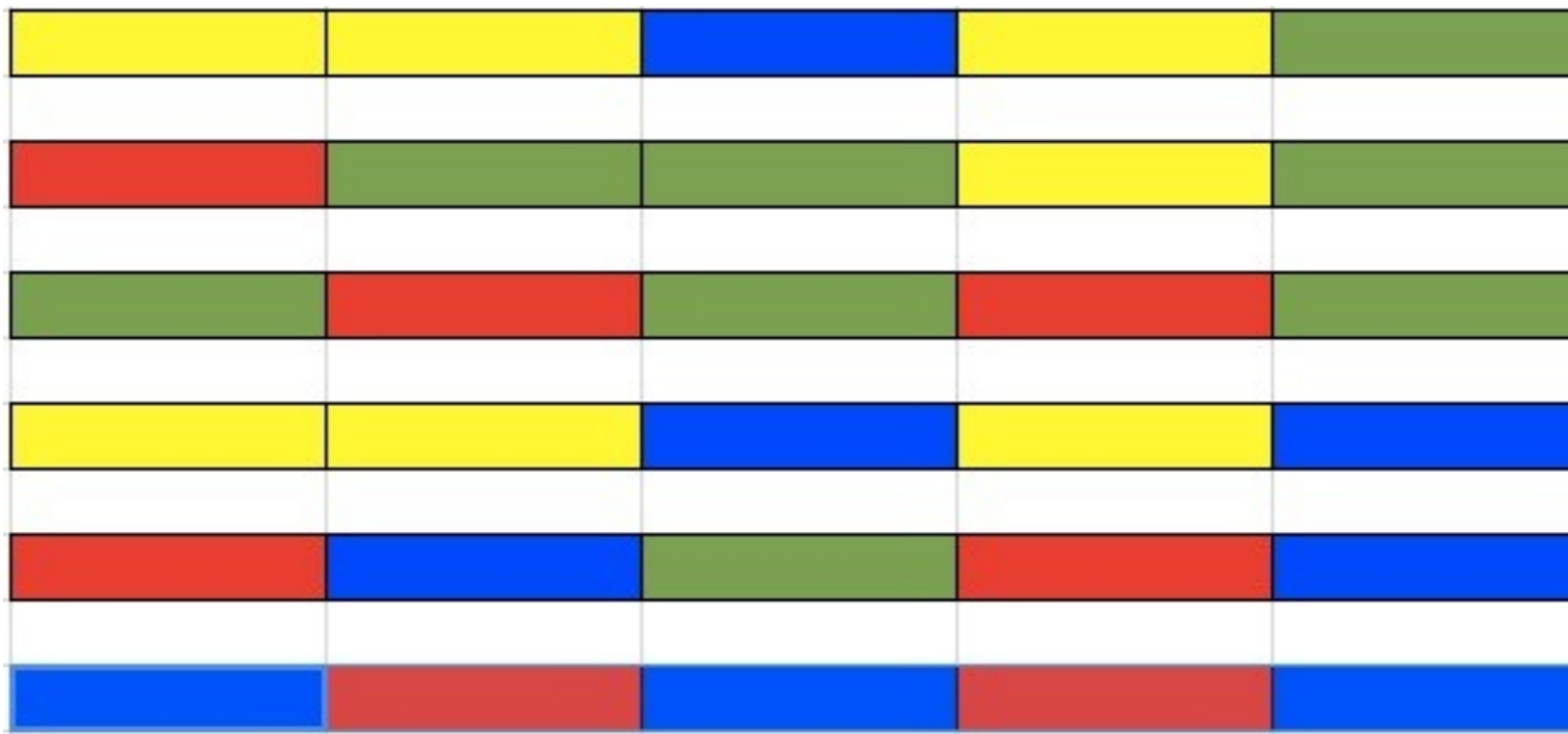


Source: [les heros sont fatigues](#) (PHGaillard 2001, [CC BY-SA 2.0](#))

Part 2: Seeing Rugby in Colour

Higher ranked team wins	
Lower ranked team loses	
Higher ranked team loses	
Lower ranked team wins	





Toulon (Top 14 Orange)



Saracens (Aviva Premiership)



Chiefs (Super Rugby 2013)

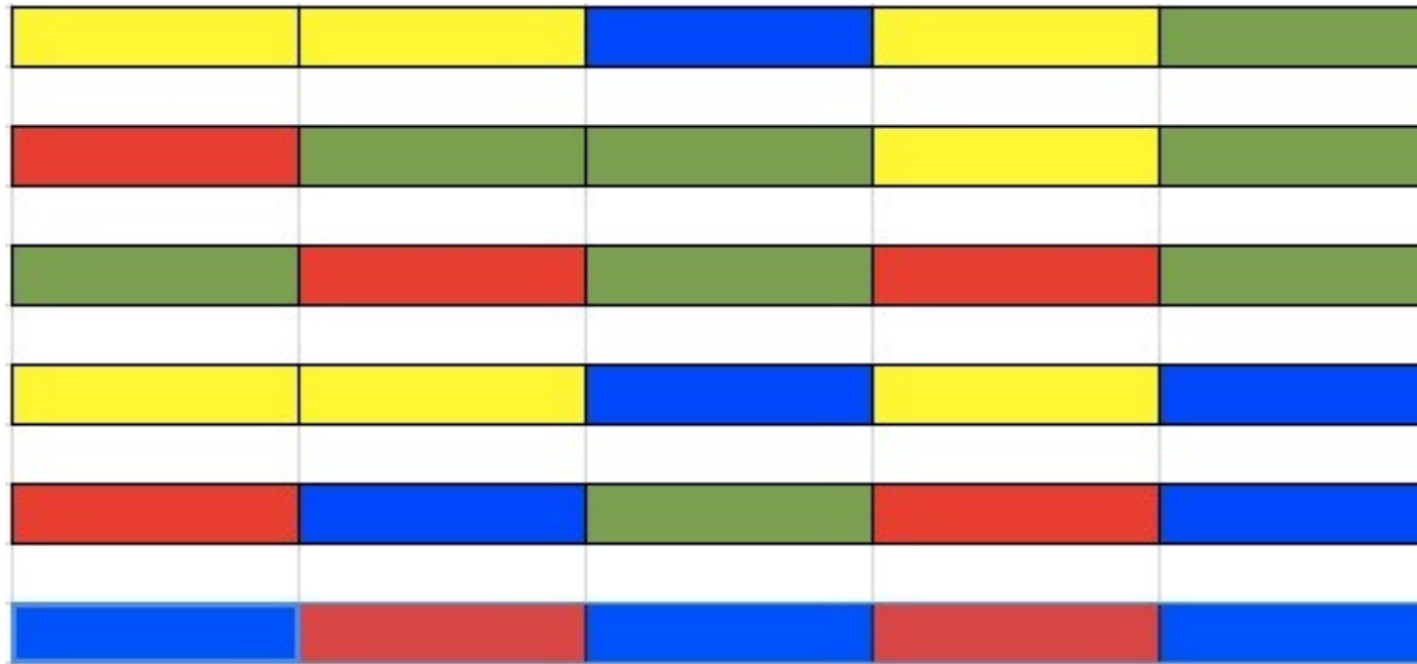


Roosters (Australian Rugby League 2013)



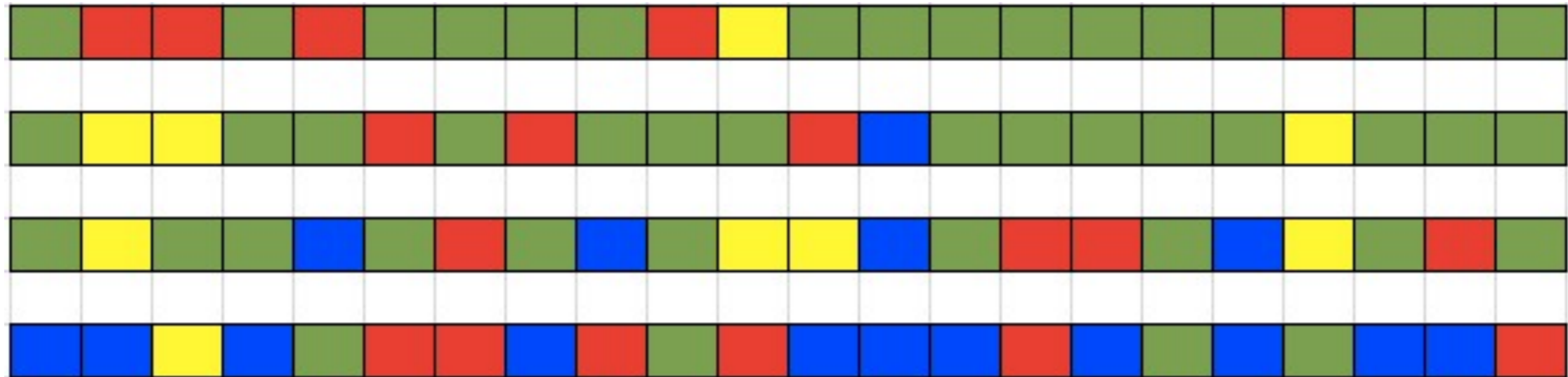
Six Nations 2014

Ireland, England, Wales, France, Scotland, Italy



RaboDirect PRO12

Leinster, Glasgow, Ospreys, Treviso



Part 3: Some thoughts on the Australian Institute of Sport





IAT - Labor 4

Talentediagnostik



Daily Training Environment



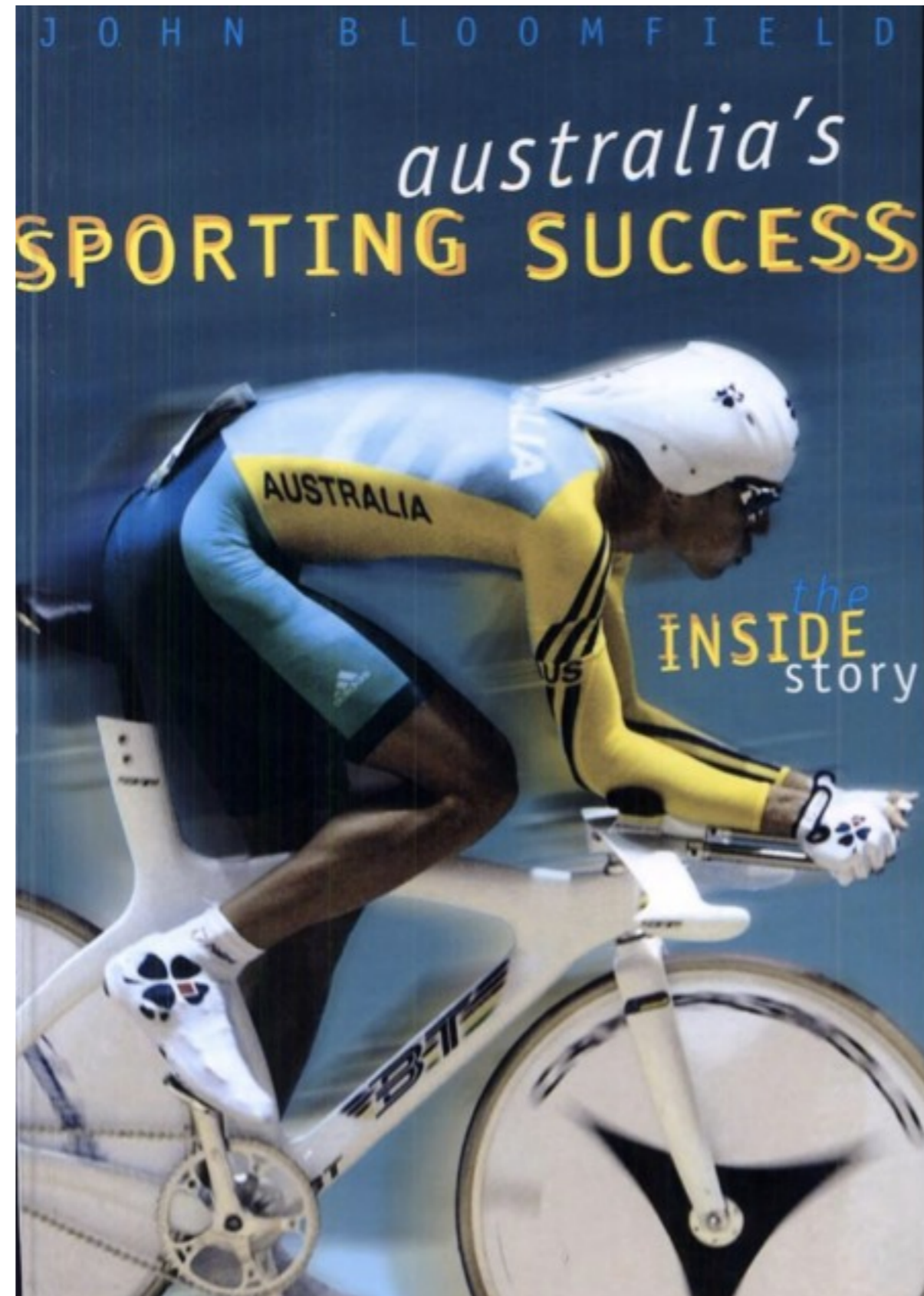
Coaching

Sport Science and Medicine

John Bloomfield

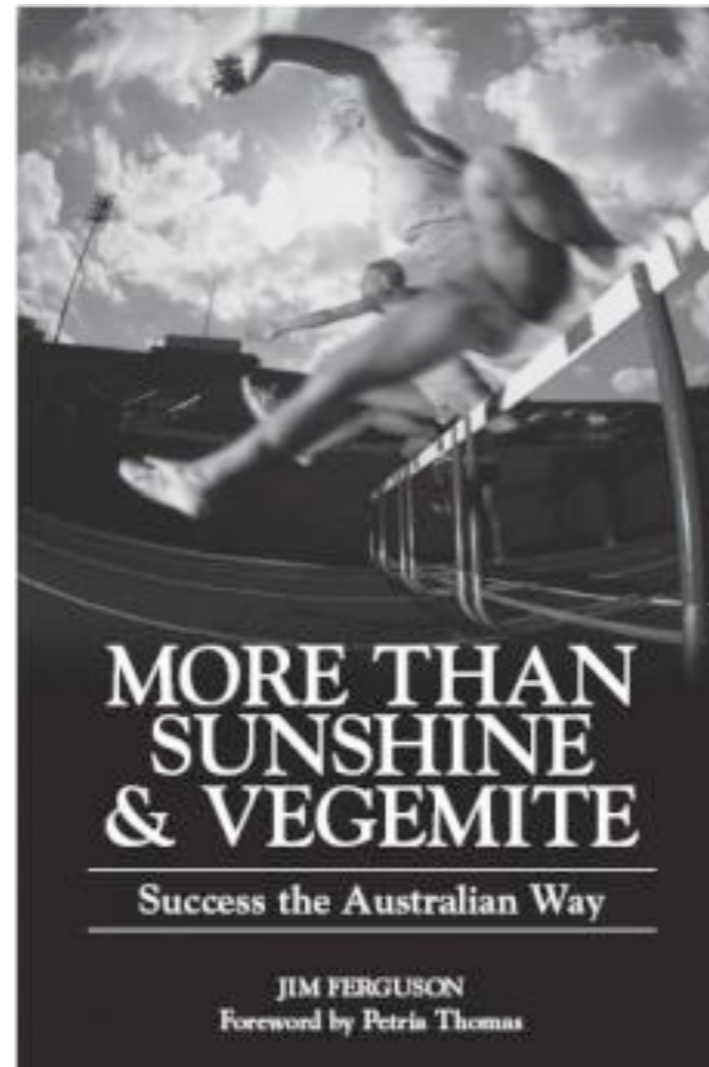


Source: [UWA](#)



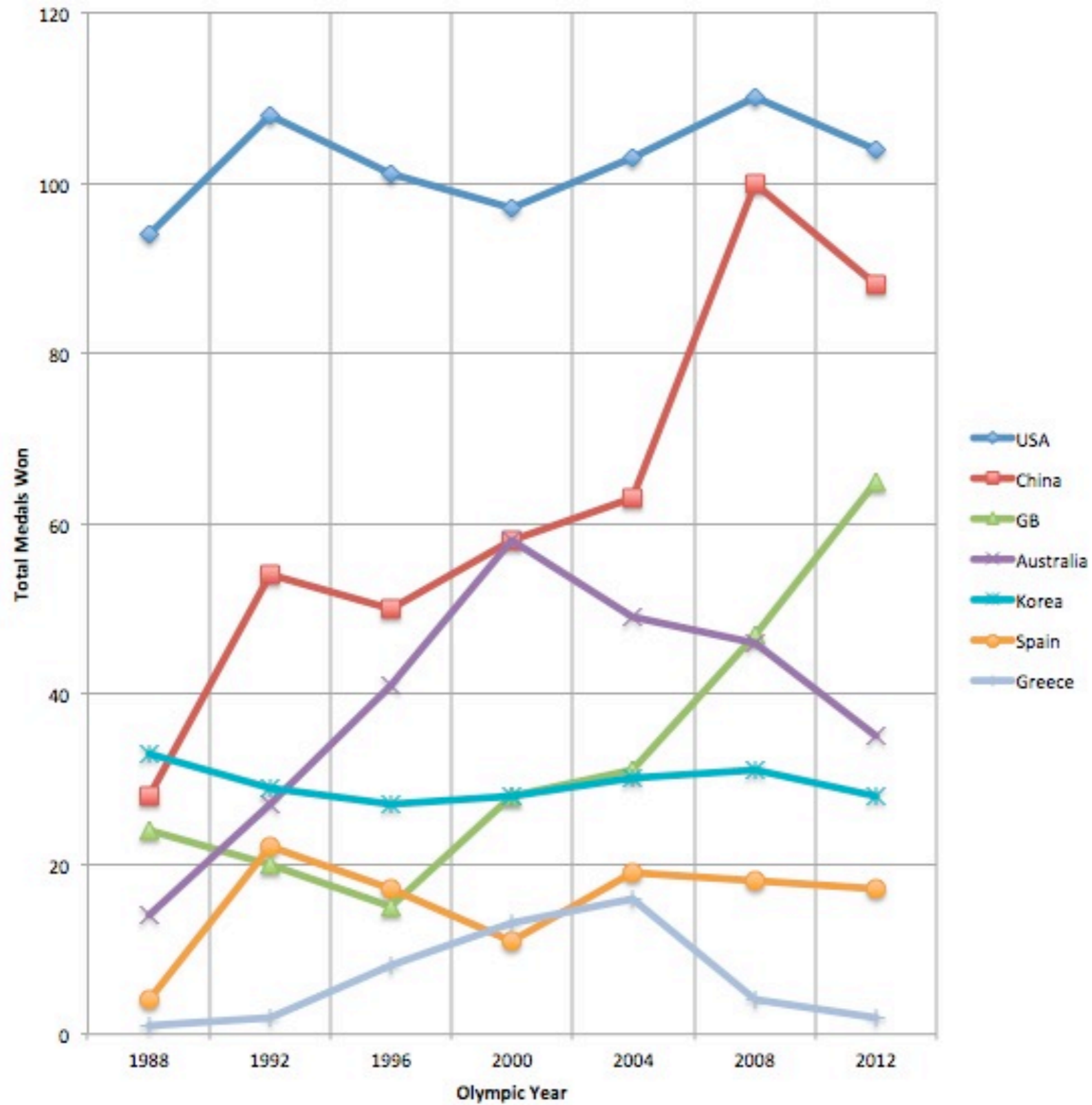
Source: [Google Books](#)

Jim Ferguson



Source: [ASC](#)

Total Medals Won by Nations Hosting an Olympic Games 1988-2012



Back to Catabolic Effects



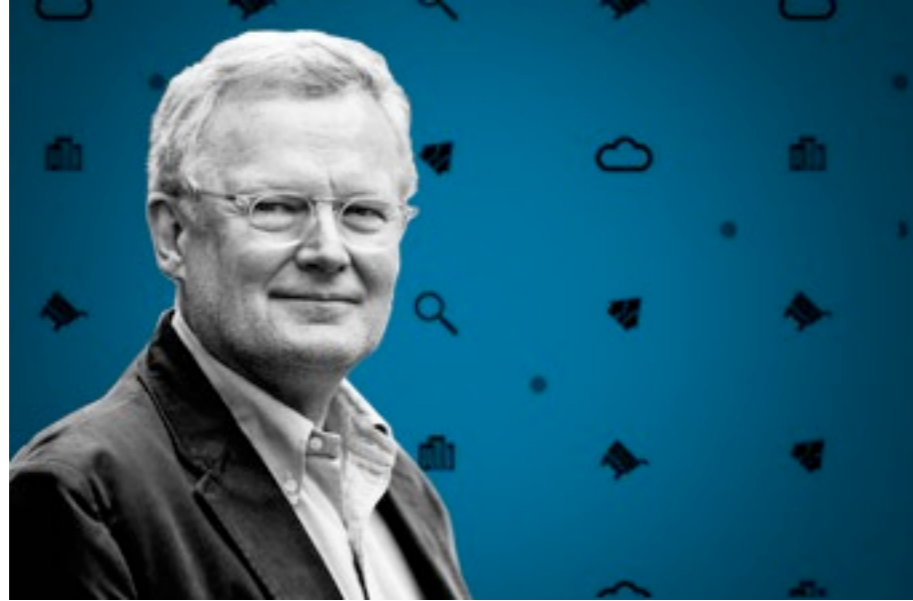
Part 4: Insights from outside and inside sport

[Rob May](#)

- The good-to-great principles are true in the same way a horoscope is true. They are fairly generic and thus we all apply them from our own viewpoint to make them true.
- **Are there any companies that have all of our good-to-great qualities that are not good-to-great?**
- Good companies make good decisions.
- Great companies have good processes for making business-related decisions.



Source: Rear View Self Portrait



Success is increasingly a result from skillful participation: it is about how we are present and how we communicate. Through new interaction-technologies and ubiquitous connectivity, we have **totally new opportunities** changing the way we work together.

<http://stoweboyd.com/post/85935261332/socialogy-interview-esko-kilpi>



Ingvar Kamprad



Source: <http://klartexten.wordpress.com/>

How IKEA's Strategies Differ in Europe and China

Europe

VALUE PROPOSITION

Good quality, stylish furniture at prices so low that everybody can afford it

VALUED NETWORK

Product

Stylish, functional products and home furnishings

Store Location

The suburbs, next to highways so that access by car is easy

Price

Low-cost

Promotion

IKEA catalogue is the main marketing tool

Logistics

Products are sourced and made in developing nations like China and Malaysia, and then shipped to Europe

China

Good quality, Western-styled aspirational brand for the middle-class population

Slight modifications to products to suit the local market and reflect Chinese apartment sizes

The outskirts of cities, next to rail networks as most customers use public transport

Affordable prices

Advertising on Chinese social media and micro-blogging website Weibo has been popular

Raw material and products are sourced locally. IKEA also built two factories in Shanghai to avoid high import taxes



Design

Function

Quality



The massive impact and success of Noma and its young **charismatic** founder Rene Redzepi is due to the fact, that Noma is much more than a restaurant. Noma is the epicenter of a global movement among chefs turning their attention back to nature.

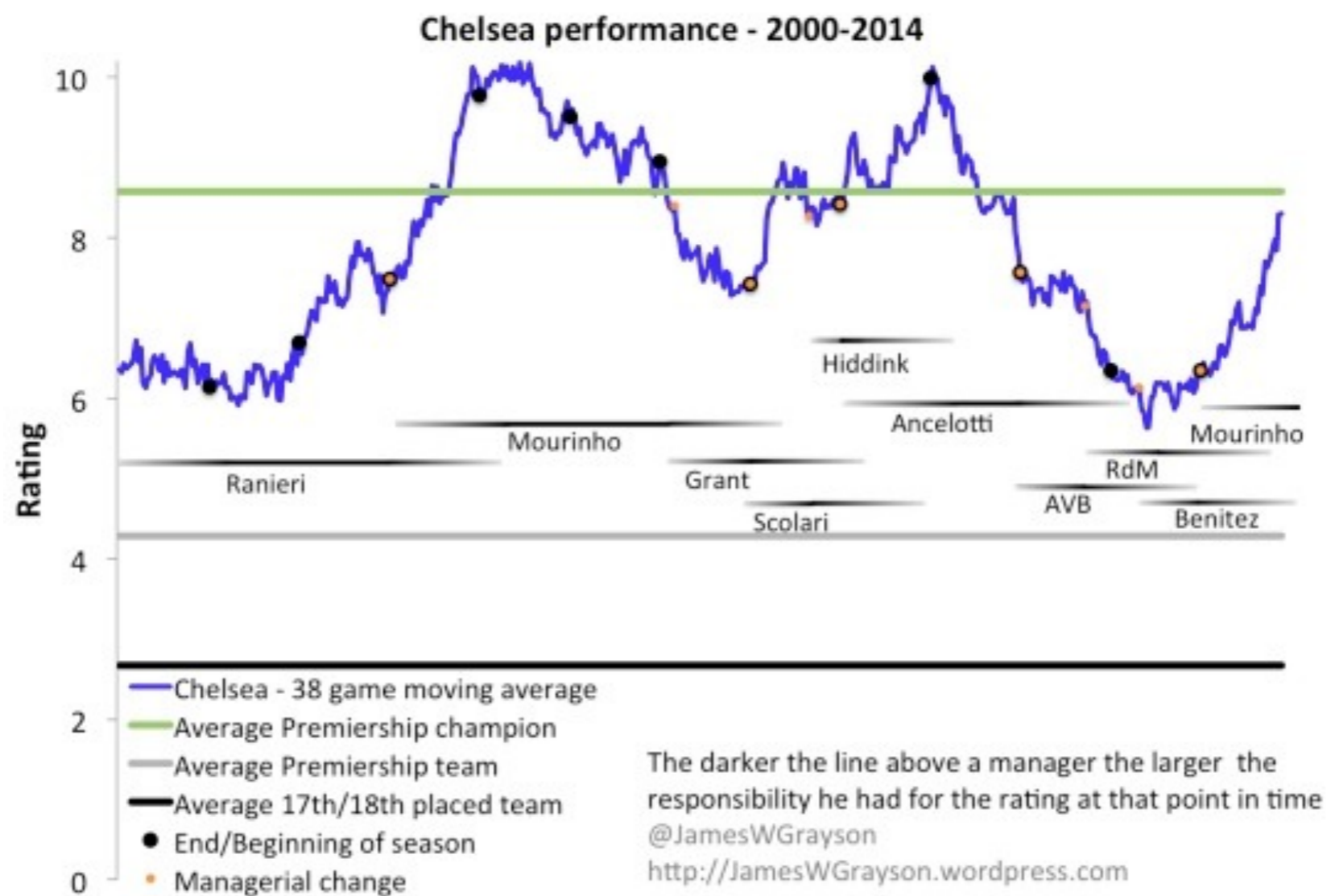


... these days, [Samsonite](#) focuses almost solely on its unique product features.

In 2013, Samsonite's net sales [surpassed \\$2 billion](#) for the first time 104 years, marking a 15% increase over 2012.



Deutsche Bank had a perfect vision of how their project should look, of course, but **in the end they didn't go for perfect. They went for good enough and adjusted as they went along.**



Source: James Grayson (2014) <http://jameswgrayson.wordpress.com/2014/04/24/historic-team-ratings-chelsea/>



A team with a TSR of 0.632 will typically score **90** points, at a TSR of 0.550 just **60**.



In 1958, [Brazil](#) appointed a full delegation of doctors, a dentist, a sports psychologist and physical preparation specialists.

Photo Credit

<http://www.bbc.com/sport/0/football/27281923>

Part 5: An Invitation



... rather than problem solving.



[Esko Kilpi](#) ...

All individuals constrain and enable each other all the time.

We **co-create** our story.

Photo Credit

[Together](#) (Gianluigi Calcaterra, [CC BY-NC-SA 2.0](#))



The innovation of the future will be created not by super-heroes lighting huge cauldrons but by **lots of people lighting little fires** which then come together to create one big one. The secret will be to find those torch bearers and bring them together to light their fires.

[Flip Chart Fairy Tales](#) (2012)

Photo Credit

[Half Time](#) (Eugene Wei, [CC BY-NC-SA 2.0](#))





[Paul Appleyard](#)

Pockets of Chaos



a leader gives the **maximum** freedom to specific pockets within his team ...

while maintaining the integrity of the team ...

to support more experimentation ...



The secret of change is to focus your energy not on fighting the old, but on building the new.

Photo Credit

<http://steve-wheeler.blogspot.com.au/2014/05/taking-risks.html>

Keith Lyons

By Way of Introduction



I have a passion for exploring teaching, learning, coaching and performing.

I am very interested in ways to share resources openly.

Like Robert Frost I appreciate that:

*Two roads diverged in a wood, and I—
I took the one less traveled by,
And that has made all the difference.*

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