



Performance MasterClass

Programme philosophy

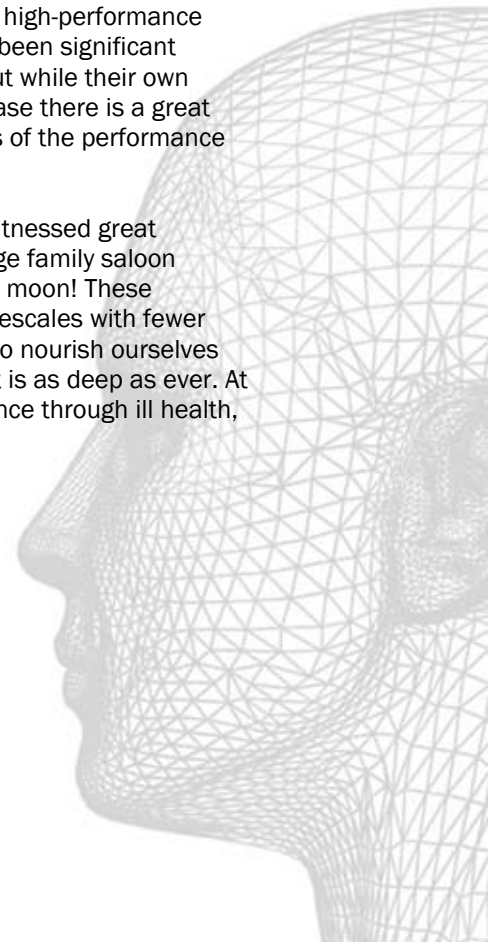
Talent is a wonderful thing – a pre-requisite for success and a gift to be nurtured. We also know that talent is not enough – there is little more common in the world than wasted talent – everybody can think of people in the public domain or in their own worlds who possessed great talent yet never realised their potential. Converting natural talent into high performance on a basis that is consistent, intense and sustainable lies at the heart of the K2 Performance MasterClass™.

Derived from our signature programme, the athlete at work™, the Performance MasterClass shares many of its characteristics. So it is little surprise that at the heart of the programme lies the fundamental question of performance. There is no argument that performance is the essential quality that makes the best stand out, so it's ironic that while performance is recognised as the key determinant for success, the question “what is performance?” remains largely unanswered. It remains a quality much referred to yet little understood, particularly in the workplace. For the most talented, there may be a temptation to rely on their natural gifts early in their careers – though the price paid for this choice can be significant.

Consider the performance demands placed upon key players in the workplace. They are asked to perform at their peak almost daily, often more than once a day, sometimes unexpectedly. Working hours have increased and improved technology means that there are few environments where work is not accessible - witness work undertaken at home, in the car, on the train, on holiday. A culture of long working hours is now firmly established in an arena where the pressure is intense and the cost of failure high, for both the organisation and the individual.

For the organisation, the effect of poor or inappropriate performance by key individuals is highly significant. The visible costs include rising recruitment fees, healthcare bills, failure to win or renew important contracts, damage to the business caused through avoidable error and the increasing risk of litigation resulting from employee stress. The invisible costs include loss of talented staff to competitors, opportunities for growth that remain unidentified and an implicit recognition of those in a “one-down” position that they are not operating in a high-performance culture. Often this results in the next crop of talent, in whom there has often been significant investment, either leaving to seek a more inspiring environment or staying put while their own performance levels drop. It is difficult to state which is worse, but in either case there is a great danger of a poor performance spiral. Key people, after all, are the custodians of the performance culture, and the trickle down effect is inevitable.

For the individual the costs are also high. In the last twenty years we have witnessed great technological and scientific advances – the air-conditioning unit in the average family saloon contains more computing power than was employed to send Apollo 11 to the moon! These advances have delivered the opportunity for us to deliver more in shorter timescales with fewer resources. We are wealthier than ever, better educated and the opportunity to nourish ourselves well and keep ourselves fit has never been greater. The pool of natural talent is as deep as ever. At the same time, every measurement taken shows alarming increases in absence through ill health, work related stress, obesity and unhappiness.





What has gone wrong? At a time when opportunities are so great why are we witnessing these sorts of effects? We believe it is because in the workplace, the fundamental question of human performance has been either ignored or misunderstood.

In the world of elite athletes however, the fundamental question of performance cannot be ignored. After all, human performance is the very essence of sport. As with business, to be an elite performer natural talent is a pre-requisite though the elite in sport understand that talent is not enough. If they are to reach the top then they must learn to perform and understand the tools and techniques employed by elite performers during long and consistently successful careers.

The K2 Performance MasterClass delivers an excellent understanding of the core concepts of performance and motivation that enable young talent to harness their gifts. It culminates in a personal performance plan and a unique contract to gain commitment to change.

As with the athlete at work™, the scientific framework that lies at the core of the Performance MasterClass™ is that of self-determination. Developed over the last twenty years, primarily by Ed Deci and Richard Ryan, self-determination deals with the primary question of motivation. Through a process of value identification, understanding of motivational types and the ideal qualities required, the “gold standard” of motivation can be identified and developed in any individual. When combined with a detailed understanding of performance, the effects are remarkable, transforming key players into people who demonstrate all the characteristics of an elite athlete.

The format of the programme is simple – a powerful one day session where three where the following is achieved:

- An understanding of the basic concepts of performance and motivation
- An understanding of key physical components such as body clock, nutrition and hydration
- An introduction to key performance tools
- A personal performance plan
- A contract for change

Subject areas covered include:

- Talent & Performance
- The Mental
- The Physical
- The Emotional & Contextual

The day is then followed by an optional single coaching session for each participant with one of K2's principle coaches, using the same model we have developed working with elite performers over the last 20 years. This session is based upon the personal performance plan created in the MasterClass to ensure clear goals and real commitment.

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