

Collision

Business and Sport Collide to Create New Worker

By Leadership Expert Micheal J. Burt

Victor Hugo once said, “There is nothing so powerful as an idea whose time has come.” I believe we are on the verge of a revolution, a break with the old mindsets that have achieved minimal results into an arena where we are seeking to pull out all faculties of people, all potential of people, and all the potential of our selves. This revolution has been forced upon us through the pain of underperforming teams, underperforming markets, and underperforming leaders. So what is the revolution that I am seeing take place in both sport and business? There is a collision that is drastically needed where business and sport collide and sport and business collide. In this article I take you into the new awakening I am witnessing as a former championship coach turned entrepreneur and business builder who used the top business minds to build a championship culture in sports and am now using the top coaching minds to build winning cultures in business.

In today’s competitive business markets industry drastically needs the intensity of a coach, the focus of a coach, and the mindset that once we get people on our bus we must then continue to coach and grow them to new levels of performance. In sports, coaches need business principles to give words to the meaning of the vision, paint pictures of principles that work, offer specific strategies to differentiate and sell their organizations, and to understand concepts used in the business world to drive performance. This cross-over will yield a new kind of worker, a new kind of leader, and a new kind of coach, one I like to call the *coachingpreneur*. The *coachingpreneur* will be part leader, part visionary, part entrepreneur, and part coach and will re-define the skills needed to win in today’s markets. An entrepreneur wakes up everyday and seeks to drive new business and take their ideas to market. There are no days off because days off stifle cash flow, the lifeblood of their organization and the means to reach their dreams. What if we could instill this type of intensity into those that work in bureaucratic environments where their livelihood was determined by their ability to drive results vs. merely show up at work and offer very little of their whole self to the cause?

If we were to inner-engineer a prototype of the ideal producer in both business and sports today what qualities would they require? We could begin with some of the very things Abraham Maslow said in 1964 when he discussed the “self-actualized person:”

1. A clear perception of reality (heightened ability to judge character)
2. Acceptance of themselves as they are
3. A rich inner life with a child-like ability to see the world anew
4. Problem-centeredness (focus on questions outside themselves, a sense of mission and purpose)
5. Solitude seeking (ability to handle misfortune/crises)
6. Autonomy (More interested in inner satisfaction than the opinion of others)
7. Peak or flow experience (ability to get in zones or flow states)
8. Human kinship (ability to love for and desire to help others)
9. Humility (belief that we can learn from ANYONE)
10. Ethics (Clear sense of right and wrong)
11. Creativity (in all that is said and done)
12. Resistance to enculturation (ability to see beyond the confines of culture)
13. Imperfections (all the regular emotions that normal people experience, but not from neurosis)
14. Values (see life in abundance vs. scarcity)

Maslow believed that the “self-actualized” person, one that had tapped out their own potential possessed these qualities. Some, such as Covey, refer to this as “finding your unique voice in life and inspiring others to find their voice” as the ultimate calling and a means to use the organization, a relationship with a purpose, for us to fulfill our own potential while losing ourselves in the cause we serve. This includes both the personal journey and the self-transcendence of developing your gift and giving it away to others. In my latest book *The Anatomy of Winning- How to REWIRE people to WIN* I outline the qualities one would need if he was going to REWIRE the new era leader/teammate if he expected to build champions, either in business or sports. The noted business builder and consultant Ram Charan might refer to these as “Know How.” Those qualities include:

1. *The growth of every intelligence*- Grow the body, mind, heart and spirit of your people including the intelligence of leadership, social intelligence, emotional intelligence and helping every member find and detect their unique contribution.
2. *The growth of confidence in your people*- Confidence is a single thread that unites all successful people but something that eludes so many. Confidence is the memory of success so begin with small, mini-victories and begin to build.
3. *The growth of understanding, recognizing, and managing common dysfunctions of teams* such as a lack of trust, uneven commitment levels, ego, selfishness, past programming, lack of communication, and a lack of clarity around the most important mission.
4. *The growth of systems thinkers*- Every person who is involved with the outcome is part of the system they are trying to fix. Many people believe the way to improve the whole is to “fix” other people. Covey said it best,

“Anytime you think the problem is out there, that very thought is the problem.”

5. *The growth of productive thinkers*- Many people reproduce the same ideas over and over, which is reproductive thinking. Productive thinkers “break with” old ways of doing business into new arenas of success. As Thomas Kuhn said, “Every significant breakthrough we have ever experienced was first a break with an old way of doing business into a new way of doing business.”
6. *The growth of using adversity to accelerate progress*- Do you have a system to use every adversity, or unwanted outcome, to “bounce back” and define a bigger future?”
7. *The growth of leadership succession*- Outside of the primary leader there must be an internal pool of leaders that are being groomed to lead the organization.

So why is this revolution taking place now? Never before has it become so obvious that our education system, focused so heavily on the growth of one intelligence IQ, is drastically failing our future. Workers who do not have specialized skill sets with high levels of all intelligences are being left behind in every industry. In most studies 60-70% of people are in occupations vs. vocations and are merely working for work’s sake to meet the financial realities of their world. Those in their occupation require constant checking up on, motivating externally, carrot and stick, and managing like robots. Those in vocations only need coaching, direction, and affirmation to continue to chase their dreams. It will most likely be this group of folks that create the wealth and work for many in futures to come.

Part of great coaching, especially at high levels, is to recruit and train the best players. Too many companies hire people with little skill, little desire, little knowledge, and little belief and expect them to perform at the highest levels only setting everyone up to fail. Great coaches spend valuable time evaluating, testing, and discussing the right talent and then spend years developing that talent. This is a lost or forgotten art in business. Very few business leaders have the intensity or veracity to achieve results like coaches, whose statistics are made public for the whole world to see weekly. Once we do get people on our bus in business there are NO people development or leadership programs to tap out their latent and undeveloped potential. The companies who implement such programs that are built to grow the people and create fun for the workplace will drastically out perform those that don’t in the new era. The coaching models of constant growth from qualified teachers will be the age of the future and will offer companies competitive advantages as we get more out of our current employees.

In the coaching realm far too many coaches stay relegated to their field without exploring other success stories outside of coaching. If building successful teams requires being productive at the personal level and having yourself together in all

dimensions why not focus on personal growth training as part of the athletic experience? If losing almost always has to do with common dysfunctions of teams then why not teach every player *The Five Dysfunctions of Teams* by Lencioni? If recruiting at the collegiate level is mostly about sales skills and differentiating why not teach Joe Calloway's *Becoming a Category of One* or *Blue Ocean Strategy* by Kim and Mauborgne about how to make the competition irrelevant? By regenerating the same old tired ideas over and over we constantly get the same results. Simply put, new results in life requires new behavior.

Just as The Strategic Coach Dan Sullivan constantly discusses everyone has a "Ceiling of Complexity," a foggy area where more work doesn't necessarily produce better results. At this FOG (failure of growth) we need a coach, a person with a special skill set who can help us achieve the breakthrough results we constantly talk about but never act on.

Charles "Tremendous" Jones once said, "Five years from today we will all be the exact same person we are today with the exception of two things; the people we meet and the books that we read."

My question for you is simple, "Who is coaching you?"

To learn how Coach Micheal Burt can infuse his unique skill set of part coach, part entrepreneur, and ALL leader into your organization please visit www.coachmichealburt.com today.