

Cowan Global Newsletter

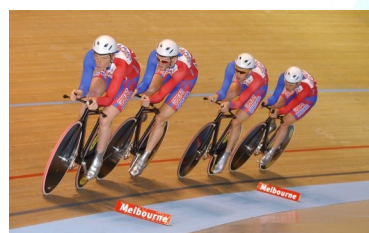
News & Updates from Cowan Global; a fresh approach for a changing world

November 2010

Lessons from elite sport to benefit your business

Imagine your business being in a position to harness and learn from the methods used to prepare elite sports people for world class competition.

What might the added knowledge of planning, lifestyle management, focus, time management, motivation, goal setting, team working, overcoming barriers and more do for your competitiveness?



Harness the knowledge that took British Cycling from also-rans to world's best—for your business

Maybe the benefits aren't immediately obvious?

Well, consider planning so specific that you know you will be at your peak and able to deliver your absolute best at a set time four years from now.

Could your business do that? Top athletes do, there is little point in being at your peak just before or just after the Olympics!

This is planning which allows for every small detail and which is highly focused on being the best that one can be. After all, there is little point in delivering 99% of your ability on a day the competition will be delivering 100%; and yet, most businesses aren't even getting close to that 99%!

Cowan Global already deliver highly praised, market leading workshops and seminars which link lessons from elite sport to the needs of ambitious businesses and business people.

Now, we are going further. We are assembling a team of people with a variety of backgrounds in elite sport who:

- You can book to speak at your event
- Will deliver a seminar on planning or motivation (or whatever you need) for your staff

- Will help us design workshops built to your specific needs/ requests

Furthermore, provided you agree to support a charity by doing so, we will even organise your event for you, whether staff away day, entertaining clients, Christmas bash or whatever you need.

Among the team are:

Bryan Steel

A member of GB's all conquering cycling team, Bryan won medals at two separate Olympic Games and was part of a team that went from only two bronze medals in 1996 to become the best in the world in 2008 with a remarkable haul of fourteen medals including 8 gold!



John Bicourt

No other British coach has coached more international athletes, many of who won world and Olympic titles. John also represented GB in the Olympic Games, was a leading sports agent and event organiser.

Mike Summers

Not an international athlete nor has he coached at a high level but Mike is the former Chief Executive of England Athletics and that experience brings a wealth of knowledge your business can learn from.

Jo Jennings

As a world class high jumper Jo represented GB in the Olympic Games as well as winning a Commonwealth Games silver medal. Jo currently manages the UK's Futures Programme for developing athletes.

Paul Evans

Britain's leading distance runner of the last three decades, Paul has won the Chicago Marathon as well as chalking up 2nd place in New York and a 3rd place finish in London. He was also the first non African in two consecutive Olympic 10,000m finals and is the fastest ever Briton for the Half Marathon.



Jim Cowan

Cowan Global director Jim has a wealth of experience in top level sport. A former athlete he is better known as a coach, having worked with a world half marathon champion, a world cross country medalist, a world record holder as well as numerous other world class athletes. Jim has worked as a national coach, a coach educator, a coaching advisor to television programmes broadcast on three continents and has also been engaged by clubs in professional football, rugby, motor sport, basketball and others.

We're continuing to build our team and we are ready to support you with lessons from elite sport to help your business now.

What do you want? Better, more specific, targeted planning? Highly motivated and focused managers? Cohesive teams working towards a shared goal of becoming the best? Our team stands ready to share their experience to improve your business.

Why not get in touch and find out more about how our team's world class knowledge and experience can benefit your business without costing Premiership prices?

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The 2010 Sussex Sports Awards



A REFLECTION OF **EXCELLENCE**

Cowan Global Events were very pleased to be asked by Active Sussex if we could organise their annual Sussex Sports Awards this year.

Most counties in England hold an annual sports awards evening but the Sussex event is widely regarded as one of the best and we were excited at the prospect of becoming involved.



The Active Sussex Team

Of course, it always helps when the team you are working with are a team in every sense of the word and the staff at Active Sussex deserve congratulations for the way they get involved in and support the event.



The Hilton Brighton Metropole's prior to dinner being served

The big night was Friday 12th November with 470 winners, sponsors

and guests attending at the Hilton Brighton Metropole Hotel.

An event such as this can succeed or fail on the quality of its presenters and we had two fantastic MCs who, despite never having met before, made the perfect double act. BBC Sussex's Danny Pike and Olympic medallist Katharine Merry



Danny Pike & Katharine Merry; professional and entertaining

kept the audience involved, entertained and, thanks to a superb presentation from Katharine, educated too.

The evening started with a reception hosted by Inspire Leisure and with complimentary wine courtesy of Barefoot Wine before guests were called to dinner.

The evening was then split into two sections with Clubmark awards, volunteer recognition and junior awards preceding a break during which the South East Cheerleaders entertained everyone—thank God for high ceilings!



The audience were kept enthralled and had plenty to applaud

After the break it was on with the adult awards before the formal section of the evening closed and the dance floor opened for business until the small hours of Saturday morning.



Dancing until the early hours

Feedback from winners, guests and sponsors alike has been fantastic although, sadly, it is unlikely we will be organising the event in 2011 as we were a stop gap covering for staff maternity leave within Active Sussex.

Thanks to the sponsors of the evenings awards:



The American Express team with guest Sally Gunnell

- American Express Healthy Living
- BBC Sussex
- Freedom Leisure
- Hilton Hotels
- Juice 107.2
- Rix & Kay Solicitors
- Skills Active
- Sussex County FA
- Sussex Sport Magazine
- University of Brighton
- University of Chichester
- Wealden District Council



CP athlete Sophia Warner won the Niki Oakes Memorial Award for Disabled Sports Personality of the Year Award. Judo player Ben Quilter was Sports Personality of the Year.

Other news from Cowan Global Events

2011 is looking like it is going to be a very busy year for Cowan Global Events with new events launching and others being readied for 2012.

Legends Talking Bollox will be a national series of twenty sportsmen's dinners at which legends from the world of sport will speak and support us and our partner charity Everyman in raising funds for and awareness of the fight against testicular cancer.

The title might be a bit tongue in cheek but we hope that by mak-

ing it okay to talk bollox we can encourage men to self check and to discuss this (ahem) sensitive issue. More at LegendsTalking-Bollox.com. Why not also talk bollox with us on Twitter and follow/like us on Facebook?

We are also pleased to be working with the Royal British Legion Poppy Appeal and will be launching the Poppy Run later in 2011.

A national series of fun 5km runs (or jogs/walks/crawls depending on your fitness), we are aiming to hold at least 20 Poppy Runs on

the same day (30th October is pencilled in) all starting at 11.00.

If you would like to help by hosting a Poppy Run in your area, get in touch.

Other new events are still a bit 'hush-hush' while we develop them but rest assured, true to Cowan Global Events' ethos all of them will be designed to support and benefit charity.

And if you are a charity that would like to work with us, get in touch. To date our events have raised over £1/4 Billion and we'd love to work with you!

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Thought for the month:

From what we get, we can make a living; what we give, however, makes a life

Arthur Ashe



Recently on the Cowan Global Blog

Are you following the [Cowan Global Blog](#) yet? If you are thank you, you might want to move on to the next article. If you aren't, why on earth not? Have you any idea what you're missing?

While it is not one of those blogs which adds new articles daily (we average one a week), we do like to tackle topics head on and in the last month have not shied away from looking closely at Government policy either:

Our most recent blog will undoubtedly ruffle Government feathers although we do point out that in [HOW GOVERNMENT POLICY UNDERMINES OUR CHILDREN'S FUTURE](#) we are talking about both past and present Governments.



Michael Gove; leading a Department which undermines children's futures?

In our first blog of the month rather than criticising policy, we were suggesting it. [THE PUBLIC FUNDING OF SPORT AND A LEGACY FROM 2012](#) reminded readers that the largest funder

Strategy 101

Do you ever get confused when you hear people using the word 'strategic'?

You certainly wouldn't be alone, research shows that over 85% of businesses do not understand the meaning or the application of the word.

Our own experience supports this, in fact we are surprised the figure is that low!

In short, the word 'strategic' refers to anything and everything pertaining to strategy. And a strategy is nothing more than a plan, when you hear people refer to 'strategic' they usually (or at least should) mean doing something in a planned

of sport in the UK is local government. With cuts threatening much of that support we asked whether it is time to make provision of sport a statutory requirement.



The provision of sport would be badly damaged if local authority support was cut

Of course, cuts are a huge topic in politics at the moment with firmly entrenched views claiming they are too severe, not necessary, in the wrong places and so on. True to form, we took a different view and stated [CUTS OR NO CUTS? IT'S THE WRONG QUESTION!](#) Why not read the blog and find out what we feel is the right question?



Are Trades Unions confusing cuts with reducing public services?

The Cowan Global Blog isn't all politics. We also reported on the

way; e.g. 'strategic' marketing.

Unfortunately, the confusion is not helped when jobs are advertised as 'strategic' positions. Does this mean that some jobs are planned and linked to strategy where others ('non-strategic' positions) are random and unplanned?

Not at all. This confusion comes from the structure in some organisations which splits roles between 'strategic' and 'operational'.

Although this is now very much an outdated way of thinking, many organisations/businesses still employ this terminology. Indeed some universities even still teach this terminology!

Current thinking is that every role within an organisation is strategic, that it serves a planned purpose. Of

[SUSSEX SPORTS AWARDS](#) (also reported on in this newsletter).

We also like to educate via our blog and this month [IS YOUR WORKFORCE COMMITTED OR ONLY COMPLIANT?](#) took a look at the differences between the two and how proper consultation can increase staff commitment.

That said, for strategy specialists it is difficult to avoid commenting on public affairs and politics at the moment, especially for one involved in business, sport and the third sector as Cowan Global are! However, please be assured that when we criticise we will always attempt to offer an alternative way to tackle an issue or solution to a problem.

To view any of these blogs, please click on the article title. If you have any comments, please don't hesitate to let us have them either on the blog in question or to info@cowanglobal.net

We'll be blogging on other topics in the future and we would welcome you into any of our debates by simply adding your comments at the foot of the relevant blog.

If you would like to subscribe to follow the Cowan Global Blog and receive notification of new blog posts all you have to do is click on 'subscribe' at the top of the blog page.

course, not everyone can (or should) fulfil a decision making role but the modern structure does not ask this.

Instead it splits roles between strategic direction, strategic management and strategic delivery. Everyone has a strategic purpose. Everyone's role is planned.

At Cowan Global Consulting we don't like confusion any more than you do. That is why we help you with establishing and delivering strategies that are economical, effective and efficient while ensuring they are written in plain language so everyone not only knows their role, they also understand.

Why not give us a call and see what we can do to help you make sense of strategy—in English!

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Cowan Global join the Branduin stable of experts



across the rest of the UK.

Although we work with a number of clients in London and the South East, being based in Nottingham makes us Branduin's first non-London based expert.

Branduin's team of specialists provide companies with support across the full range of business disciplines including sales & marketing, financial management, website creation & development, market research, IT, Employment Law, HR policy & procedures, competitive intelligence, and business rescue. And now, strategy.

Branduin focuses on helping owners and MDs of small to medium sized companies achieve their personal business goals with all of their specialist consultants agreeing to abide by the London Business Support Service Code of Conduct.

What will becoming part of the Branduin team mean to our existing clients?

In terms of the service we provide, you will not notice any change. However, it will also mean that through Cowan Global you will have access to a dedicated team of experts who can advise and support you in all of your business needs and at all stages of your business journey.

For more information visit Branduin.co.uk where you can also read more about the entire Branduin team of specialists.



Steve Forey, MD of Branduin

In London and the South East Branduin is a by-word in business support offering across the board advice from a carefully selected team of industry experts.

Established in 2000 by current Managing Director Steve Forey, he recently identified a missing component in Branduin's services; that of specialist strategy consultant.

Having worked with Jim Cowan on different projects over the years, Steve approached Jim and asked whether fulfilling the role of strategy consultant for Branduin's clients would be of interest to Cowan Global? We were pleased to answer; 'yes.'

The new partnership also offers Branduin an opportunity; to grow and develop the business

Can We Help You?

At Cowan Global we have worked with a wide variety of clients consulting on strategy, on training needs and on sport and leisure.

From the military and the police to business large and small; from small sports clubs to large national governing bodies of sport; from television and media to charitable and sporting events. And not only in the UK but around the world too.

Why risk a consultancy without that depth and breadth of experience and knowledge?

Next time you are thinking

about engaging the services of a consultant why not get in touch and see what we can do?

On a budget? We understand that, in fact we have even given tips on how to bring a consultant's fees down in our Blog (see '[Why Does That Consultant Cost So Much?](#)').

You'll find us friendly, helpful and, importantly, we speak English not gobbledegook and acronyms!

And don't forget we can also offer a wide range of workshops for both business and sport covering strategy, coaching for sport, first aid in the workplace and much more. We

even have a bank of experts we can turn to should you require a specialised, bespoke course for your organisation.

Because we only do charity events, we're less forward with offering our event services but if you'd like to explore sponsorship of events with a proven track record in raising serious funds for charity then we should be your first, if not only, stop.

Email info@cowanglobal.net or call 0844 567 4695. A conversation costs nothing and you never know what we might be able to do for your business.

And if we can't help directly, we might know who can!

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