

# INFLUENCE CHANGE

## BATMAN OR ALFRED?

Batman swoops in to 'fix' everything. Alfred acts as the guide.

Sometimes by adopting a long-term approach and guiding the process, you will create a more sustainable and lasting change.



## NORMATIVE BEHAVIOURS

**THE STANDARD THAT YOU WALK PAST IS THE STANDARD THAT YOU ACCEPT.**

Develop the rules of conduct that you want to see in your organisation and establish them by social action. Set the example... they will learn by watching the support staff and their team-mates.

## HIDDEN VEGGIES

if there's a task that your athletes don't like doing (eating their veggies), hide it in tasks they do like or bargain with them: if they eat their veggies they can then have some ice-cream.



## CREATE STRUCTURE

...so that your athletes can easily 'connect the dots' between what they are doing off-field and their performances on-field. The stronger the connections, the more likely you'll be able to influence change.

## CREATE CONTINUITY

...through physical preparation curriculums. You must take care of the basics...don't miss a beat.



### ATTEND

Make sure your athletes are at the training session...you can't coach them if they're not in the room.

### ADHERE

Make them commit to a programme...an average programme done consistently is better than an amazing programme completed once.

### ADAPT

Show the athletes the changes that are taking place over time, simply from showing up and sticking to a programme.

## CREATE PERFORMANCE ENVIRONMENTS

Make sure your staff are prepared to make the most of what you have. Don't dream about the days when you'll have a bigger and better facility.

## POSITIVE POLLUTION

Embrace and influence some of the training that may not be completely aligned with your overall training philosophy. Sometimes a vanity abs session or a beach weights session could be the key to unlock the performance training door. If you can enter into dialogue with your athletes and coaches you have a chance of influencing change.



*The success or failure of a programme will rest upon a range of diverse factors, many of which may not appear directly related to its quality. (Jeffreys, 2015)*



### References

Jeffreys, I. (2015) Managing the ecosystem: a forgotten factor in effective S&C delivery. Professional Strength and Conditioning. 37: 27-34.

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