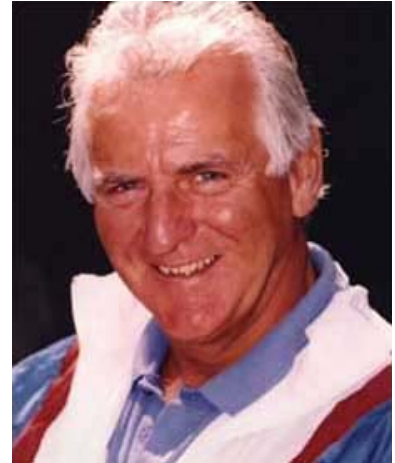




## DR FRANK DICK OBE

Renowned as one of the country's best and most consistently inspiring motivational speakers, Frank Dick is the current President of the European Athletics Coaches Association, member of the IAAF Coaches Commission as well as Chair (and architect) of the IAAF Academy. From 1974 to 1994 he was the British Athletics Federation's Director of Coaching, where he was widely acknowledged as one of the outstanding sports coaches in the world. In this position Frank coached athletes such as Daley Thompson, Steve Ovett and Sebastian Coe to European, Olympic and World honours. He also created training programmes for individuals such as Gerhard Berger and Boris Becker to name but a few.



Frank has combined his talent for inspiring sporting achievement with the business world. By recognising the synergy between effective coaching techniques on the playing field and in the office, over the years he has developed a range of inspirational keynote speech themes, workshop topics and bespoke employee development programmes that remain as popular and relevant today as ever.

His expertise derives from years of detailed research into individual success and achievement. Frank combines this wealth of knowledge and experience into an informative and motivational approach to achieving long-lasting transformation of both individual and team performance.

Plus, with the recent launch of Loughborough University's Institute of Excellence, a joint venture between the world class sporting expertise of the University and its Business School, which aims to further cross the boundaries between sporting achievement and success in the corporate world, Frank's involvement as Chair of the Institute's Concept Board means even more commitment to bringing these two worlds together.

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With a history of sporting excellence through coaching some of the best talent in the world he has, over the past 15 years of speaking to 100's of companies both in the UK and around the world, recognised six key areas of personal and professional development that, once taken out of a "training room" mentality and put into a different context, can lead to individual and team progress simply by giving a different perspective.

Author of three major publications, 'Sports Training Principles', 'Winning' and 'Winning Lines', all classics in their fields.

Franks contribution to sport and coaching has been recognised in being awarded an OBE in 1989, induction to the UK Coaches Hall of Fame in 1999 and the prestigious title "UK Sporting Hero" by Sport UK in 2001.

## **Testimonials**

### **Job Centre Plus, Nottingham:**

*As an organisation in the front line of supporting people affected by the recession, we wanted a motivational speaker at our regional conference to inspire our managers to rise to the challenges they are facing; Frank Dick proved to be an excellent choice and delegates went away buzzing with enthusiasm after his powerful presentation.*

### **Managing Director First Data UK, First Data International:**

*No-one could fail to get the message that you sent about balancing the pressures of today's working life with maintaining a fit, healthy body and a positive attitude.*

### **AVN:**

*Frank really got the delegates motivated!*

### **Canada Life**

*Frank was so nice to work with, very engaging presentation style, content was so relevant to our theme and Frank made it meaningful to everyone in the room. The feedback from within the company has been very positive.*

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## **Business Objects**

*Frank's time on stage was enjoyed enormously by the audience of our employees and customers alike - we feel we made the perfect choice of speaker and he exceeded the already high expectations that we had. He told me before his presentation, that IT audiences were one of his top 3 difficult audiences (and he's right!) - but there's no doubt that for our attendees he was the highlight of the day. Thank you for organising his attendance and ensuring a smooth run-up to our event*

## **NCSL:**

*The feedback from delegates has been extremely positive and there is no doubt that your contribution was seen as one of the highlighted of the day. The tone, pace and content of the presentation was ideal and definitely resonated with an important audience for the College.*

## **Director, Scottish Homes:**

*What was best was, content, style of delivery, appropriateness of subject*

## **Personnel Development Director, Macdonald Hotels:**

*What can I say ! Many thanks for Friday it was fabulous. Macdonald Hotels is going through so many changes and everything you said.*

## **Bob Koval, Chief Executive Office, Energyst BV**

*Frank's message was 'right on target' and meshed with the overall program theme perfectly. He is a high energy guy committed to what he believes is right, the kind of team player we are pursuing in various functions within Energyst.*

## **BMW Finance (GB) Ltd**

*Just a line of thanks for delivering such a splendid speech. You really did capture the spirit of what we are trying to do here at BMW Finance.*

## **American Express**

*We have been running conferences all over the world and the feedback has shown Frank's presentation to be the best many people have ever seen.*

## **MasterFoods Australia New Zealand**

*Frank was exceptional!! He was perfect for the audience and his message about the role and responsibility of the 'internal coaches' was exactly on the mark.*

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## **European Technical Director, Heinz**

*It was essential that we communicated our message powerfully and without you, we would have been unable to do that. Your speech was very inspirational – a great way to close the conference.*

