Strategic Performance

The Human Resource Route To Competitive Advantage

The 180 Degrees Shift in Executives, Management & Staff towards a true high performance organisation based upon elite sports performance science and experience.
Strategic performance is the route to sustainable competitive advantage and with competitive advantage comes exceptional financial returns to the organisation through superior performance.

The long term strategic vision of any business is not only to achieve competitive advantage and its related rewards, but also the ability to sustain it which enables the organisation to reach their desired status and to fight off competitors within their industry to maintain their position.

Strategic thinking for advantage can focus upon 2 approaches; one we call the far environment or external to the business and the other the near environment which is internal to the business.

The external environment is extremely volatile to predict and should not be used to set corporate strategy alone, as issues such as political, economic, social and technological are not in the control of the organisation along with industry structure, competitors and other strategic groups.

The internal environment is within the control of the management of the business as they manage the resources in their custody and strategically turn these raw resources into organisational capabilities that will differentiate the business from the competition.
These capabilities can be developed and will set the organisation apart from other businesses.

This resource based view of strategy is widely accepted as the route to success and superior profits by cultivating the capabilities to become durable, complex, difficult to identify and understand, imperfectly transferable, not easily replicated and in which the firm possesses clear ownership and control. The integration of resources and higher level dynamic capabilities can only be achieved by the behaviour and knowledge of its people.

**Strategic success is the alignment between internal resources and skills with the opportunities and risks currently existing in the external competitive environment.** Management seek strategic fit between these external opportunities and their own internal resources based upon a clear understanding of their own distinctiveness and competitive advantage compared with the capabilities of others in the market place.

Human potential and exceptional human performance is that unique resource that you have or will have that can be turned into strategic advantage in your market place by developing them into core competencies and making them
impossible to copy. Other resources such as tangible and intangible assets can often be copied and used in competition against you. However, working with and developing your human resources will be your competitive edge.

The emphasis is economically now upon knowledge, both codified and tacit. Efficiencies and effectiveness have already been developed within technology, finance and production and often are not unique and so easy to imitate. The true development of your people is where your attention should be well and truly focused.

This development should include leaders, owners and executives to develop a true performance culture throughout the organisation that strategically aligns with their values and objectives to achieve long term sustainable existence. 180 degree shift.

Management have a pivotal role to play as they shift from a command and control approach towards employee encouragement, discussion and autonomy in their dealings with their staff and true capability developers on behalf of their executives. This is a 180 degree shift.
Employees themselves will seek alignment with what the organisation and the management is trying to achieve by becoming engaged and delivering superior performance through a shift away from being controlled towards one of self awareness, self control, self direction and self regulation. The onus will fall upon them to perform, to make decisions, to become developed and to take responsibility with the guidance of their manager coaches. This is a **180 degree shift**.

Performance measurement and management needs to change away from a broken system of short term financial goals appraised once a year often not totally in their control towards measures that reflect what the organisation want to excel at as highlighted through their mission. Forms of continual discussion, action, feedback and reappraisal will produce results as in any high performance culture. This is a **180 degree shift**.

We also believe that another core capability is the ability to extract the relevant solutions from the decades of research and deliver them in a straight forward no nonsense way across many access points and technologies.

Employees and managers can learn to develop themselves mentally and behaviourally at their own pace and with their own intrinsic motivations for doing so.

We know from research that to avoid resistance to change and improvement from staff, the motivation must come from inside and not be told to develop. We find that to develop performance this way is welcomed by the workforce.
These 4 performance quadrants are our centre of focus and specialty. We mirror our work within high performance cultures such as elite sport, performing arts, service professions and focused businesses and transfer it into success seeking organisations. The similarities between these cultures and modern business are remarkable in terms of performing under pressure, stress, leadership, efficiency, effectiveness, management, success, planning and much more.

All our work is underpinned by scientific research, anecdotal and case study findings along with the very latest literature available. We translate it all into very simple and powerful applications that are proven to work and easy to understand and implement.

What makes us different is that we combine the above findings from neuroscience and performing sciences together with business and strategic overviews.

This unique combination can enhance performance in all staff and management by taking the strategies undertaken by high level performers and adding what we know about the brain and how we process information to achieve an optimal performance state. This state applies to an individual who has total control over their thoughts and emotions, attitude, mindset and actions.

As we now know the true origin of all behaviour is the combination of brain chemicals, neural pathway structures and daily changes.
Strategic Performance Approach

Access to the material is of a blended nature that includes different media in terms of a mix of documents, audio and video for ease of understanding and delivered on all platforms and applications.

Clients can access the e-learning delivery material on all desktops and mobile devices, 24 hours a day 7 days a week.

At time of writing the online training and development package covers major areas such as: Focus, Resilience, Engagement, Wellbeing, Mindset, Emotional Control, Concentration, Goal Achievement, Intensity, Motivation, Professional Attitude, Psychological Preparation, Mental Rehearsal, Mental Toughness, Positive Thought Control, Self Confidence, Team Dynamics & Cohesion, Mindfulness & Awareness, Stress Management, plus much more continually being added to.
As well as the online package the performance solutions can be supplemented with performance training and high performance workshops. The workshops show how individuals can prepare and train themselves to enter the ideal performance state by understanding how performance is directly related to our brain chemistry and structure and how this manifests itself through our mindsets, approach, motivations and the actions that we take.

We can help you with the design and implementation of a strategic performance organisation that will pursue sustainable competitive advantage in your industry through a resource based view of your internal human capabilities as they stand and how they need to be developed. The assessment of strategic fit to the external opportunities and threats and the potential of strategic stretch towards the industry space available for you. Behaviour Mapping based upon the neuroscience findings towards behaviour preferences in the workplace and how brain science has now built upon personality to create extensive reports upon the individual and the performance expected of them. This new approach to psychometrics and understanding an employee’s preferences with their work, role and environment can ensure the correct person is in the right job and team.

We can also help with any bespoke and tailored approaches or design for performance material that will assist you in your performance journey. Options available for organisations of all sizes and budget. True performance is a state of mind and starts today.
To Discuss What Business Can Learn From Sport Psychology, Neuroscience & the Performing Sciences

Visit:  www.neuro-performance.co.uk

Call:  Tel: 0843 289 3870