THE
PERFORMANCE ADVANTAGE

PREPARE
EXECUTE
ADAPT
SUSTAIN

INSIGHTS. IDEAS. INSPIRATION FOR HIGH PERFORMANCE.

ISSUE 02 / FROM THE ROAD

A few miles. A few lessons.

Recent highlights from the road, and what they reminded me about performance.

It has been a busy few months, with plenty of miles travelled and the opportunity to work with organisations across a wide range of industries.



CHINA
HSBC keynote



UK
Leadership events



TURKEY
Vigon conference

One highlight was returning to China to speak for HSBC, 18 years after carrying the Great Britain flag at the Beijing Paralympic Games. Back in the UK, I have been working with teams on resilience, accountability and delivering under pressure. A recent trip to Turkey offered another opportunity to explore how teams build sustainable performance.

Different organisations. Different challenges.
The same high-performance fundamentals.

Danny Crates
PARALYMPIC GOLD MEDALLIST
HIGH PERFORMANCE SPECIALIST

DANNY@DANNYCRATES.CO.UK
WWW.DANNYCRATES.CO.UK

THE
PERFORMANCE
ADVANTAGE

PREPARE
EXECUTE
ADAPT
SUSTAIN

INSIGHTS. IDEAS. INSPIRATION FOR HIGH PERFORMANCE.

FOCUS ON PERFORMANCE. THE RESULTS WILL FOLLOW.

FROM THE STARTING BLOCKS

When the Plan Changes

High performance means knowing when to adapt without losing sight of the goal.

One of the biggest mistakes we can make when pursuing a goal is becoming too attached to the plan we created to achieve it.

We prepare, set targets and agree timelines. Then reality gets involved. Priorities shift. Budgets move. Clients change their minds.

Elite sport taught me to prepare meticulously. But preparation isn't about creating certainty, it's about being ready for uncertainty.

Once the race starts, you cannot control what everyone else does. You respond to what is happening, not what you hoped would happen.



The strongest teams know when the evidence calls for a different route.

1. What has changed?
2. What still matters?
3. What do we need to do differently?

DON'T CONFUSE CHANGING THE PLAN WITH CHANGING THE GOAL.

Danny Crates
PARALYMPIC GOLD MEDALLIST
HIGH PERFORMANCE SPECIALIST

DANNY@DANNYCRATES.CO.UK
WWW.DANNYCRATES.CO.UK

FOCUS ON PERFORMANCE. THE RESULTS WILL FOLLOW.

THE PERFORMANCE FRAMEWORK

Prepare. Execute. Adapt. Sustain.

Four connected disciplines for high performance when circumstances change.

1. PREPARE

Pause before reacting

What's working, and what isn't?
What is in our control and what isn't?

MY NOTES: _____

2. EXECUTE

Focus your efforts

What actions will have the biggest impact?
What will we prioritise first?

MY NOTES: _____

3. ADAPT

Make the right adjustments

What needs to change?
What should we keep doing?

MY NOTES: _____

4. SUSTAIN

Embed the improvements

Are expectations clear?
How will we receive and give feedback?

MY NOTES: _____

Avoid knee-jerk reactions.
Take time to understand what's changed, what needs to improve and where your efforts will have the greatest impact.

Danny Crates
PARALYMPIC GOLD MEDALLIST
HIGH PERFORMANCE SPECIALIST

DANNY@DANNYCRATES.CO.UK
WWW.DANNYCRATES.CO.UK

DANNY'S CHALLENGE

The 10-Minute Reset

When plans drift, resist adding more activity. Take ten minutes and reset.

STOP.

What has changed?

Separate facts from frustration.

_____

KEEP.

What is still working?

Protect good behaviours and standards.

_____

CHANGE.

What needs to be different?

Choose one meaningful adjustment.

_____

COMMIT.

Turn decisions into action?

Ensure everyone is aligned, takes ownership and delivers on what is agreed?

_____

TEAM PROMPT: What will we do differently tomorrow because of this conversation?

Danny Crates
PARALYMPIC GOLD MEDALLIST
HIGH PERFORMANCE SPECIALIST

DANNY@DANNYCRATES.CO.UK
WWW.DANNYCRATES.CO.UK