BOOK REVIEW

Recounting the journey of Ben Hunt-Davis and the coxed 8's crew in the run up to the Sydney Olympics in 2000, this book not only tells Ben's story, and the experiences of the team in the run up to the Sydney Games but also looks at their strategies from a personal development and business point of view. Harriet Beveridge (management consultant, coach and stand-up comedian!) interprets the strategies the crew and their coaching team took and summarises them in a manner which is easy to understand and adds significant value.

WILL IT MAKE THE BOAT GO FASTER?
OLYMPIC-WINNING STRATEGIES FOR EVERY DAY SUCCESS

BY BEN HUNT-DAVIS AND HARRIET BEVERIDGE

Even for those non-rowers amongst us Ben's story of how the team defeated the odds to win Gold will captivate you and carry you along with them on their journey. Each chapter speaks about a different phase of the team's development, and the struggles and triumphs that they had along the way. Harriet then takes the key learnings that stem out of each phase and suggests ways in which we can apply these to both our personal development and how we create success in our businesses.

The tools, techniques and approaches which we found most significant included:

- The importance of setting goals, and how to "layer" these goals to set you on the road to success.
- The concept of being purposeful – that everything comes back to purpose.
- Motivation – how motivation towards a goal is crucial, including eight strategies for keeping motivated.
- Belief – a discussion on what we need to believe, how our beliefs are formed and how to strengthen these to power our progress towards our goal.
- Negative filters (they use a much more powerful word but it's probably not appropriate for this magazine!) – how to rise above the negative "noise" and take from it positive "truths" to use as drivers.
- Teams – how to build a strong team using common goals, and how to build those. Recognising that each team member has their own success criteria which can then be integrated into wider team goals. Enhancing team behaviours and how to deal with specific challenges in a team such as bad behaviour, lack of commitment and giving feedback.
- Process – how achieving a goal requires a focus on a process or processes which will get you to that goal, rather than necessarily focussing on the goal itself.
- Resilience – how to build strategies to enable you to more effectively bounce back from inevitable setbacks and use them as a springboard to drive you further forward.

The overarching significance of the book for us is the constant questioning and exploring around whether any specific activity or behaviour, in your personal life or in business, will "make the boat go faster". At Carrington we have fostered a team culture where everyone is invited to make comments and suggestions as to the way in which we approach our client relationships and the processes behind the work we do with clients. Since reading this book we regularly ask the question of ourselves and of each other as to whether any specific activity or suggestion will "make the boat go faster". Are we adding to our client's experience? Is this adding to the growth of the firm and our ability to advise clients effectively? Or are we getting distracted?

There are a plethora of sports-based self-development and business books written by athletes, coaches and sports consultants/psychologists. While each of them probably has a great story to tell about achieving success and overcoming adversity this book really does provide easy to implement practical strategies for success, as well as telling the inspiring story of Ben and his teammates in an easy to read and enjoyable manner. Will this book make your boat go faster? We think it will!