



# Frances Edmonds

Forum för talare  
Mars 2008

Ett nyhetsbrev från Talarforum

## Winning the game of life

### Delivery from Diversity

In today's fast-moving, global economy, successful leaders must learn how to leverage cultural diversity in their organisations by focussing attention away from national, regional and individual differences and onto a shared, customer-centric vision. It may sound simple, but how many international organisations actually manage this? Forget the award-winning advertising campaigns, the brilliant PR interventions and the ground-breaking marketing strategies! How many organisations actually DO what they say they are going to do? How many organisations avoid the all too familiar "promise gap," that dislocation between what they promise and what they do that at best, disappoints and, at worst, enrages the customer? How many organisations actually DELIVER?

### Creating world-class organisations that DELIVER.

During that period of my career spent working as a sports correspondent for The Times, I was privileged to observe the techniques adopted by inspirational leaders to meld the mega-egos of often difficult, world-class individuals into winning teams. In subsequently developing my own specialist construction company, I employed many of the same techniques to harness the talents of disparate individuals drawn from a wide-range of skills and professions in pursuit of our common goal: a satisfied customer. These techniques, and others gleaned from three years of research interviewing hundreds of leading figures from the worlds of business, sport, the arts, science, and the not-for profit sector formed the basis of my best-selling title, "Winning The Game of Life" and can best be encapsulated by the simple acronym: D.E.L.I.V.E.R.

### 1. Discipline

Some years ago, the four fastest 100m sprinters in the world were all great American athletes. Curiously enough, however, they never won the 4x100m relay, a team event. Why? Because these four mega-egos refused to practise the baton-change routine together. By contrast, teams of athletes who looked less strong on paper were actually more successful on the track because they had the DISCIPLINE to sublimate their individual rivalries to the greater good of the team.



### Frances Edmonds

For over a decade, she worked to facilitate communication and cooperation within all the major international organisations EU, EP, UN, OECD, WEU and UNCTAD.

Author of a number of bestsellers. Her latest work, "Winning The Game of Life", is based on three years of research and interviews with many of the UK's foremost captains of industry and top sportsmen and women.

"Britain's most entertaining female speaker" The Times

[Click here for more information on Frances Edmonds](#)



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In business, it is the task of leadership both to promote talented individuals by reward and recognition, and simultaneously to communicate a corporate vision sufficiently powerful to encourage those gifted individuals to function as a team.

### 2. Enthusiasm

The great Argentinian Formula 1 driver, Juan Manuel Fangio, once said that "you must always believe you will become the best, but you must never believe you have done so." It is this passion for constant and never ending improvement that is the hallmark of all great performers, whether in sport or in business. Without passion, the corrosion of complacency sets in and, with that, the demise of many one-time world-beaters.

### 3. Listen

How many great organisations have come unstuck simply because they fail to listen to their customers? In today's world, where information technology has truly empowered the customer, customer expectations have morphed into customer demands. Successful organisations understand that they are no long in the business of simply "selling" products or services. They know that the IT-savvy customer will soon find that product or service quicker or cheaper elsewhere. Increasingly, customer loyalty is based on the strength of customer relationships. Communication, the art of active listening, is crucial to success.

### 4. Inspire

Great leaders inspire by the communication of a powerful vision and the creation of a corporate culture in which wise delegation allows good people to flourish. This, in turn, requires an acceptance of the training investment necessary to ensure that employees have the skill-set, the mind-set and the tool-set to do the job. In my business, I always found that training was a major factor in employee satisfaction and retention. Education may be expensive. But try the cost of ignorance...



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### 5. Values

Ideally encapsulated by a clear and memorable brand, your corporate values will mean absolutely nothing unless every single member of the organisation lives, breathes, walks, talks and delivers those values.

### 6. Emotional intelligence

The need for soft skills, so called Emotional Intelligence, is crucial in a world where the quality of customer relationships is often the key differentiator between competing organisations.

### 7. Risk taking

It is a well-know truism that successful people fail more often than less successful ones, because they take more risks. The legendary Enzo Ferrari, that icon of Formula 1 and the automobile industry, used to say that "failure is a test of courage. You never stop learning, When you lose, you know what has to be done, when you win, you are never sure." Measured risk-taking, creativity within discipline, anticipating and embracing change rather than simply being its hapless victim these are all hallmarks of successful individuals and organisations adept at "Winning The Game of Life."



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