

Nuggets and Bright Lines

- *Credibility*
- *Plan*
- *Culture*
- *Relationships*



Stuart Lancaster's Leadership Lessons

Leadership isn't something to be mastered in thirty minutes or less. It is something that is developed incrementally, over time. Head Coach Lancaster led the England Rugby union team between 2011 and 2015 and gave a list of thirty plus aspects he considered important in leadership. The specifics of Stuart's leadership strategies can equally be applied to business, organisations, and even the family.

From an analysis of the thirty plus lessons these are the standouts for me:

1. Build your Credibility as a Coach.

Stuart emphasised the need to build credibility as a coach. Players know a confident and good coach and they won't have a bad one at any price. You need to believe in yourself and your ability. You had better be good at what you do. You need to have done the hard yards and be who you say you are. Fake it until you make it won't cut it. You will be found out. Make sure you work hard and have integrity. Your coaching philosophy should be demonstrated in your actions. Make sure they are aligned.

He talked about his situation requiring a balance in skill set of 33.3% leadership + 33.3% management + 33.3% coaching to be maximally effective. This of course depends on where you lie on the spectrum of skills along with your back room staff.

2. Plan and Prepare.

Have a solid plan. Think in ink and put it on paper. It is important to have an understanding of the financial dynamics of the team. Show game and technical understanding. This links strongly with point one.

3. Build Relationships.

Be respectful with your players, contributors, sponsors, supporters and the media. Serve the community. Great leaders are great servers. You will need every bit of help and support you can get. The community is your environment. You can make it supportive and friendly by spending time developing relationships. They will sustain you when you need it.

"Build your strength for times of adversity because they will come."

4. Value Culture Before Performance.

With the right culture everyone pulls together and supports each other in the quest. Without the right culture there will be minimal ability to absorb variation in performances and time will be against you. With the right culture you can be think ling term. People will buy into the vision and it will be give you a solid foundation to work from.

"Build a foundation on stone, not on sand. Rotten culture won't last."

The Best of The Rest

Think about the legacy you wish to create as part of your grand vision thinking.

Remember to aim to enjoy every moment.

Reflect and use every experience.

Meet situations head on.

Remember to take time for yourself.

The Author

Rob is a UEFA qualified coach with a League Managers Association qualification and a science and medicine background. He has worked in the football industry in Europe, The USA, Asia and Africa; at International, Premiership, League, Non-League and grass roots levels with both World Cup and European Championship experience.



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