



Case study: Nigel Stockill

Nigel is the Fitness Trainer and Sports Science Manager for the England Cricket Team. He looks after all the players' fitness and nutritional requirements, as well as organising and coordinating all the various specialists and consultants that work with the team. Nigel says:

The challenge of the job is to ensure that all the players are optimally energised and motivated to perform at their peak throughout the whole year, year after year. It is a near-impossible task to be able to perform maximally all year round, so with careful management and education, the players are taught when to 'turn it up' and when to 'ease it down' during the twelve-month competitive season.

Year-round maximal performance is not easy to maintain. It is far easier to achieve using the 7 Switches of Performance however, as these present the information to players and the support staff in a way that they can understand and practically implement. This helps them to be on and off at the correct times.

I spend between eight and ten months every year on the road, travelling from country to country, hotel to hotel. After working with Maysie I now know how to prepare better for, and recover better from, the relentless travel schedule. I have also learned how to control my body clock much better and avoid much of the jetlag I previously suffered.

In addition to the personal benefit gained I have also improved my professional knowledge and understanding of many areas relating to performance. These have been passed on with great effect to our cricketers and management team.

Most sports teams know that the work environment is one of the biggest predeterminants of success. Creating a positive, well organised, challenging yet supportive dressing room environment has made a massive difference to the

what you need to do

recharge

team spirit and the work ethic over the last few years. This has also had a knock-on effect in terms of results.

Having a better understanding of the factors determining performance and personal energy has allowed me to be a lot more focused and time-efficient at work, thus allowing me more time to enjoy the pleasures of life outside of work. It would be a shame to miss out on exploring all these wonderful countries (and their golf courses) due to a lack of good time management!

There are many productivity buzzwords around these days. And for every buzzword there is a theory or a statistic backing it up. It is easy to get lost in all this and forget that work and life needs to be fun. There is a saying that a happy dressing room is a winning one. Looking back over my fifteen years with elite sport, this is so true. Finding a way to achieve and maintain this happy winning environment is the big challenge for us, and Andrew's work has certainly helped to make this a reality!

