

Personality profiler to fire up the 'Birds

Alex Murdoch

NETBALL

THE Firebirds have a secret weapon in their fight for ANZ Championship glory – triple Olympic rowing bronze medalist Bo Hanson.

Hanson, and his company Athlete Assessments, have customised a world-renowned personality profiling tool – already widely used by successful businesses – to help sporting coaches and athletes get the best out of themselves and each other.

“It works on the principle that every athlete is required to be coached in a unique way. A one-size-fits-all approach to coaching is not effective,” he said.

Hanson, who conducts most of his

work in the lucrative college system, said he had consulted with the Firebirds last year for their end-of-season review, and had been on the ground floor when coach Roselee Jencke joined the new-look team this season.

He had met with the team at the beginning of the season to ensure all were on the same page and had created personality profiles on both Jencke and the players.

“If we can get everyone to understand exactly what the season is about, what the outcomes we want to achieve are, what are and aren't acceptable behaviours, we just do not have issues during the season,” Hanson said.

“Everyone has input into the direction the season is going to take and it's

like signing a contract even though we don't actually do that – it's a verbal contract.”

Hanson said it was his own experiences in rowing that had led to his discovery of the importance of personality profiling.

“I had a few personality clashes of my own and I realised how difficult it made it to get a high-performance result and I thought there's got to be a better way.”

He said the tool had helped him get the most out of the latter stages of his career and with a bit of research he discovered no one else was doing it.

“Leadership is about being able to tailor your style to suit the unique individuals and the situations that you're leading them in.

“Now we're realising that, in sport, in order to really encourage exceptional performances, it's not just about the physical training programs that you're doing or the equipment that you're using because all of that stuff is really easy to copy by other teams.

“The biggest changes you can make with something that can't be copied is how you coach your athletes in terms of the relationships you build with them and whether you communicate with them in the most effective way.

“The best coaches are the ones who are asking, ‘How do I get that extra 1 per cent out of my athletes?’ and that's what we're helping them to achieve.”

Firebirds v West Coast Fever at Brisbane Convention Centre tonight at 7pm.



HELPING HAND: Firebirds coach Roselee Jencke.