

Kenn Dickinson of Fast Break Executive Business Coaching

MUKILTEO, WASHINGTON, USA, July 31, 2014 /EINPresswire.com/ -- Modern business is entering a new paradigm. Traditional approaches to leadership aren't delivering on their promise. A recent Gallup poll showed that 70 percent of the work force is disengaged or actively disengaged. In today's demanding environment, business leaders are running 21st-century businesses with 20th-century strategic practices and programs.

Where leadership was once strongly based on a hierarchical model, the influx of women and youth into the workforce has created the desire for a culture that is more collaborative. Like the coach of a [basketball](#) team, this new business leader is more of a facilitator than someone who gives orders and directions.

Kenn Dickinson had worked in the corporate world for over 30 years before he could no longer tolerate the corporate approach to leadership, culture and strategy. A former professional basketball player in Europe, Dickinson wanted to translate the dynamics and mindset of a successful basketball team to small businesses corporate culture. Today, Dickinson is the founder of Fast Break [Executive Business Coaching](#).



“As athletes, we had a certain mindset to succeed,” says Dickinson. “Some people say they want to succeed, but are they willing to do what it takes, to change and have a growth mindset. It requires this mindset in the business world as well.”

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According to Dickinson, the biggest challenges facing small business owners today is that they need to be more strategically focused. They need to have a clear process for execution and complementary support that will free their time

to grow the business.

“What we do in basketball is strategic; the tactics are the individual plays, but the strategy is how we are going to win,” says Dickinson. “People don’t think that way in business. There is no strategy to their strategic plan. They have a goal focuses on profits, but a goal is not a strategy. [UCLA coach] John Wooden seldom looked at the scoreboard. He said, ‘If we do what we’re supposed to do on the court, the outcome will be a win.’”

Still, there is no strategy without a culture that empowers its employees to take ownership and responsibility and leaders to facilitate that culture by encouraging employees to do their best.

“So much of what goes into having a successful basketball team is the internal support network that the culture provides,” says Dickinson. “In the business world, they often say they have a corporate culture, but it’s a piece of paper or a plaque on the wall, it’s not lived. You have to put people in a position to succeed based on their unique skills and attributes.”

Dickinson says he works primarily with small corporations and start-ups because they have more of growth mindset and a willingness to change. They want to learn, they want to get better and they want to succeed.

“I ask them a lot of questions about the current challenges they’re facing,” says Dickinson. “What is your value proposition, why should someone buy from you? Do you have an overall strategy of how to win? How do you differentiate yourself and what is your key message? They’re driven just as I was in basketball.”

Close-Up Talk Radio will feature Kenn Dickinson in a four-part interview with Jim Masters on August 4th, August 11th, August 18th and August 25th at 3pm.

Listen to the show <http://www.blogtalkradio.com/closeuptalkradio>. If you have a question for our guest, call (347) 996-3389.

For more information on Fast Break Executive Business Coaching, visit <http://www.fastbreakbc.com>

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