

Media release for the Garden Centre Association

Is ‘the extraordinary often surprisingly normal’?

GARDEN centre delegates will be asked to consider if the extraordinary is often surprisingly normal when they attend the Garden Centre Association (GCA) annual conference this month (January, 2017).

Writer and leadership expert Rasmus Ankersen, who has been dubbed ‘the high performance anthropologist’, will be posing some thought provoking topics when he takes to the podium on Tuesday, January 24.

Iain Wylie, Chief Executive of the GCA, said: “Rasmus is a fascinating speaker with plenty to say that resonates with our industry. He has worked and trained with some of the world’s best athletes to understand and contribute to how they work, and it’s his successes here that he has been able to bring to the world of business.

“Rasmus looks at leadership and high performance from a different perspective, finding patterns, examining the big data and realising that the extraordinary is often surprisingly normal and imitable. He delivers real, tangible lessons to audiences with verve, enthusiasm and wit. I’m really looking forward to hearing what he has to say and how it impacts on our industry.”

A former footballer, who trained as a UEFA-accredited coach and serves as Co-Director of Football at Brentford FC, Rasmus has lived and trained with Jamaican sprinters, Brazilian footballers and African long-distance runners.

“His work has given him a unique insight into what gives these sportspeople the edge. He will discuss personal attributes like focus and mental and physical stamina, but also touch on the statistical analysis of performance and decision-making skills.

“Rasmus has taken his understanding of performance, leadership and teamwork and translated it into the everyday and the business environment, forming strategies to enable groups and individuals to achieve great things.”

In his first book, ‘DNA of a Winner’, Rasmus considered what attributes world-class performers share. He went on to write ‘Leader DNA’ where he took his studies to the boardroom looking at top CEOs and politicians, and what made them inspiring leaders and strategic winners.

In his next book ‘The Gold Mine Effect’, Rasmus returned to sport looking at naturally occurring centres of sporting excellence, from the footballers from Rio’s favelas to marathon-runners from an Ethiopian village, to women golfers from Korea. He examined the links and effects of their social, personal and environmental circumstances.

Iain continued: “Rasmus’s latest book ‘Hunger in Paradise’ examines the drawbacks of success, which he says are primarily complacency, arrogance and the fear of failure, and how to counteract them. These are the sort of topics we hope all our delegates will find interesting and will also encourage dialogue in the social areas outside the auditorium, as well as back at our member garden centres once the event is over.

“The aim of the conference is to promote communication between members and the sharing of information on lots of diverse issues that matter on a day-to-day basis. These include merchandising, marketing and management. But it’s not all about the formal presentations.

“There are numerous chances for delegates to meet friends old and new, and to chat to one another over a cuppa.

“There are places available for anyone interested in signing up and we’d love to welcome as many of our members as possible this year.”

Rasmus Ankersen will be speaking at the GCA’s 51st annual conference on Tuesday, January 24.

The organisation represents nearly 200 garden centres nationwide.

Through sharing information and its inspection programme the GCA helps members to achieve high standards in customer service, plant quality and reliability.

The GCA’s annual conference will be held at St Andrews in Scotland between January 22 and 25, 2017. More than 300 delegates are expected to attend the event.

For other information, please call 01244 952170, visit www.gca.org.uk, log on to www.facebook.com/pages/GardenCentreAssociation or follow the organisation on Twitter at www.twitter.com/GC_Association.

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Photograph caption: Writer and leadership expert Rasmus Ankersen, who will be at the GCA conference on Tuesday, January 24, 2017.