

BEYOND THE BOUNDARIES



Successful season? Achieve a successful winter as well

PIUS...

Fighting with fire
A career in the Fire Service

Who are you?
– discover your personal values

Rainy day stories



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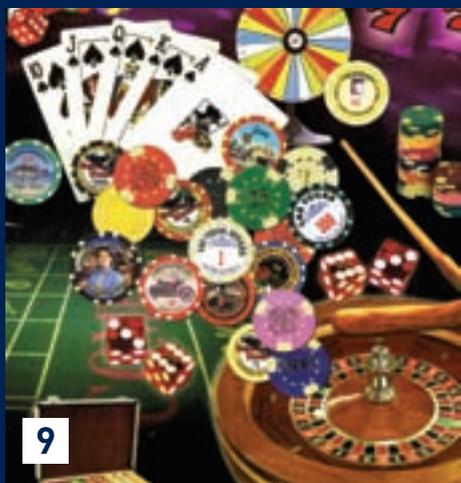
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FOREWORDS

Welcome to the seventh issue of Beyond the Boundaries.

We are nearly at the end of another successful season, with the England team having secured victories over Australia, Bangladesh and Pakistan as well as bringing home the ICC World T20 Cup.

As we move into the winter season many of you have already made plans; to play cricket abroad, stay at home and train or study. For those of you that haven't yet, don't forget to check out the overseas playing opportunities on the job section of the PCA website, and turn to page 7 to find out more about winter work placements and a business mentors scheme. For those of you wanting to study, the PCA will pay 50% of any course you complete (to a maximum of £1500 per year) so make sure you access this funding and complete the PCA Education Funding Form (can be found at www.thepca.co.uk or from your Personal Development and Welfare Coach).

After the success of the Personal Development Winter Courses Programme last year, the PCA will once again be running a variety of courses at your counties. The bespoke nature of the courses, held at individual grounds ensures that you can learn skills to help both your Personal and Career development. Chat to your Personal Development and Welfare Coach for more info on the courses to be run at your individual county this winter.

Please note that from next year all players will be 'auto enrolled' into the ECB Group Pension Plan. If you really don't want to be in the scheme, then you must ask for the 'opt out' form.

I hope you winter well and don't forget that myself, Angus and Ian are always here to help with any questions you may have.

In the mean time, we look forward to seeing many of you at the NatWest PCA Awards dinner at the Hurlingham Club, Putney on September 23rd.

Ratters



Jason Ratcliffe



Hampshire win the 2010 Friends Provident T20

Wow! September already!

I think that you will all agree that the 2010 Season has flown by. With the amount of cricket played, in all its various formats, and the travelling that you have done over the last six months, I guess that you must all be looking forward to a bit of time out – whether that be a holiday, a stag do or two or a trip away with the missus!!

And when that's done – what next? What will you be doing for the next six months? Did you spend time alongside cricket this summer, developing your winter work like the players we interview on page 12. Have you spent a bit of time working out what it is you are going to do over the winter? Or what it is you might want to do? If that is a six month stay abroad playing cricket – will you get a part-time job alongside it? If you are staying in the UK – are you going to gain some work experience or do an internship?

Would you like to look into either of our featured careers - Sports Marketing (page 6) and the Fire Service (page 13).

Also in this issue we look at stories from the dressing room (page 17), how to increase your own self awareness and management to realise your potential (page 16), and ideas of how to manage, minimise and be pro-active about Addictive Behaviours (page 9).

As always, if you would like any help with your personal planning, management or development please do not hesitate to be in touch with your Personal Development and Welfare Coach (page 17).

Best wishes for your break and I hope you have a productive and purposeful winter.



PDW Team

CAREER IN FOCUS

Marketing

In the growing consumer driven world, marketing has become a bigger and bigger industry. Sports companies especially know the value of marketing; National Governing Bodies try to encourage fans to follow their favourite team by marketing the games and merchandise, whilst big brands know how valuable it can be to be associated with a winning team.

Here three former players talk about moving from playing cricket into a career in marketing and new PCA CEO Angus Porter discusses his longstanding, marketing career...

Before joining the PCA, I spent 25 years (yes, I really am as old as I look) in business. I worked across a range of industry sectors from confectionery to credit cards, and telephones to tourism. For a large part of that time, I worked in marketing, managing brands like Mars, BT and Thomas Cook, and launching new products including Celebrations and BT Broadband, so I guess I'm reasonably well placed to offer an opinion on what it takes to be successful in marketing.

In a nutshell, a marketer's job is to find ways of persuading more customers to buy a particular product, and to get those who do to buy it more frequently. Good marketing means doing both those things without resorting to price discounting; the goal is to make more money for your business, after all. Successful marketing requires a good product, well positioned, and effectively promoted. A good brand instantly conjures up a clear and distinctive impression in your mind – and one which, if you choose it, makes you feel you've made a wise choice. Think Audi, which has successfully positioned itself in recent years as the smart alternative to a BMW, or Tesco, where the main brand is now so strong that Tesco's Finest range now commands a price premium over branded competitors – unthinkable a few years ago.

What makes a good Marketer? The thing about marketing (and advertising in particular) is that everyone has an opinion; but in the end, opinions don't matter very much. What does matter is the ability to listen to consumers; to identify the things that matter most; the creativity to harness ideas (wherever they come from) to develop new product



and service solutions, and the energy and persistence to deliver them effectively and consistently. Above all, you need to be willing to learn, to adapt, to improve; and on occasion, you need to admit defeat and go back to the drawing board.

If anyone is considering a career in marketing after cricket and wants to chat some more, please give me a call, and I'll be delighted to help if I can.

Tony Cottey – Ex-Glamorgan and Sussex

How did you become a Business Relationship Manager at Sussex CCC?

Neil Lenham left to become MD at Newbery and the Club contacted me to see if I was interested. I had a good knowledge of our Sponsors Database.



What are your roles and responsibilities?

The role consists of maintaining relationships with existing sponsors and encouraging new business to the club. We have a group of sponsors called the Players Club whose money goes straight into our Coach Mark Robinson's budget to attract high calibre players. My role is to provide a link between the dressing room and the Players Club. We hold Golf Days, Shooting Days, BBQ's, Alternative Awards nights and more, which makes the Players Club like the second dressing room at the club. I have also introduced a new networking club called the Boundary Club which currently has attracted 50 new members. We hold monthly Networking Lunches, where they watch a days play, listen to a speaker and network and do business together. During the matches I am very much front of house and act as MC at these events. I am heavily involved in the club sponsorship deals as I tend to meet many of the businesses at our hospitality events and I also attend a lot of other networking events throughout the year within the Sussex area. These events enable me to broaden my contact list and bring new business to Sussex. I also contact our database throughout the season selling hospitality packages, perimeter board advertising, corporate partnerships and all other sponsorship avenues.

How has your time in cricket helped you with this role?

My time in cricket has helped immensely. The role requires me talking cricket to existing and potential sponsors. Cricket also teaches you people skills and that is a big plus in my role. Also, without cricket I wouldn't have got into After Dinner Speaking and making presentations. This is important as I am constantly fronting events at the Club.

What are some of the key personal skills you need to be successful in this area?

Good people and interpersonal skills are vital as are good presentation skills. Organisational skills are needed and a bit of get up and go is good as you do need to drive yourself and manage your time.

What advice would you give cricketers wanting to progress into commercial or marketing roles?

Get to know the sponsors and be around them so you feel comfortable in their company. This shouldn't be too hard as the sponsors always like interaction with players. Try and work in the Commercial Department at your club in the winter, voluntarily if necessary to get a grasp of the role and what's involved.

Scott Ellis – Ex-Worcestershire



Did you study or do work experience alongside your cricket?

I didn't but that was mainly due to the fact that I came out of cricket relatively early (24) and hadn't been looking much beyond my future cricket career. Knowing what I know now, getting work experience should be something that players are conscious of. It may not be as high on their list of priorities as they are focused on establishing themselves in the game, which is entirely right, but being aware of courses and what other options are available to you is important.

What has your career path been since you finished playing cricket?

My first job after cricket was working for the management arm of the PCA; I think Richard Bevan only gave me the job to stop me calling him again for more advice!

After 2.5 years at the PCA I moved to the Hilton Hotel Group, initially working as the Director of Sales for the sports industry, then moving across to the Marketing department and working my way up to Regional Marketing Director for London.

From Hilton I went to work for Goodform as Sales & Marketing Director. Goodform is a sports marketing firm specializing in membership schemes, CRM (customer relationship management) and commercial projects for governing bodies, professional sports teams and leisure organisations.

Having moved to the USA in 2008 to get married, I was introduced to Rocketseed where I currently work.

What is your current job and what does the role involve?

I'm currently Chief Executive at Rocketseed Limited and we provide businesses with marketing solutions for email.

My day to day responsibilities are split between running the US business and my Chief Executive role. From a US perspective my focus is on generating sales and establishing relationships with potential partners and resellers. In terms of my CEO role, I spend most mornings talking to the UK & South African teams regarding the key business issues facing them and I also spend time talking to our Chairman, based in London, regarding our business strategy.

What advice would you give players looking to a career in Sports Marketing?

Make the most of your profile as a player while you are still playing – once you stop playing your "brand value" diminishes quickly. Players often don't realize the impact they have on people in the business world; in many cases you have access to high profile business people who would have liked nothing more than to be in your shoes. Use their interest to find out more about their world and the job they do.

Speak to your sponsors; more often than not your club sponsors will have a marketing team and as a player you're well placed to help them and more often than not they'd welcome your help.....and profile.

There is no mystery to business it is simply a case of "learning a new language". What do I mean? Just as you may not know what CPM, CPC or CPA stand for (online advertising measurement terms – cost per mille (thousand), cost per click, cost per acquisition), equally most business people have no idea what reverse swing, hooking or cover point is.

Finally, remember that the only stupid question is the one you leave the room not knowing the answer to ... I ask a lot of questions!

Matt Dennington – Ex-Kent



What has your career path been since you finished playing cricket?

I made the decision to stop playing professional cricket in 2006 and joined BDS full time straight after in order to build their sports related accounts. I then moved to Red Bull initially as an athlete manager working on marketing projects with some of the highest profile athletes both in the UK and internationally. I had three fantastic years as a sports marketer at Red Bull ending as Head of Mainstream Sports with responsibilities of creating and activating strategies around the athlete portfolio as well as national governing body relationships.

What is your current job and what does the role involve?

I am currently the Head of Marketing for Dig Deep Originals (digdeep.com). digdeep is a new premium and high quality street wear brand inspired by dig deep moments in sport. My role involves managing the marketing functions of the business, which include managing a team, building and activating marketing and PR strategies, brand management and identifying opportunities that will generate awareness of the digdeep product and brand. As digdeep is a new brand I work very closely with the CEO in order to build a credible brand image that is in line with the brand ethos and the nature of our product. My role also involves key stakeholder relationship management in the sporting and fashion scenes including that of our digdeep icons such as Graeme Swann and Joe Hart.

Did you study or do work experience alongside your cricket?

Yes, I completed a bachelor of commerce degree in marketing and business management during my time at Kent. I also gained valuable experience through working for BDS sponsorship agency. I worked with BDS during two winters between the end of the season and Christmas before heading abroad to work on my game leading into the season.

How did you get into Sports Marketing?

Once I had made the decision to stop playing cricket as a career, I made sure that I spoke to as many people in different industries as possible to gain knowledge of what those respective industries entailed. I then looked at what my strengths and interests were as well as what I was passionate about and decided that a career in sports marketing was a good path for me to follow. I am hugely passionate about sport and I have a good head for business so it was a logical step for me to take. I was 2 weeks away from heading back to Australia for one more season of cricket and a bit of travel when I was offered an interview with the Head of Sport at Red Bull as they were looking for an ex sportsman to come in and manage the athlete program. One thing led to another and I was offered a job on the sports marketing team.

What advice would you give players looking to a career in Sports Marketing?

Gain as much experience as you can whilst you are still playing cricket, this will prove that you are proactive and focussed. Interact with your club or personal sponsors and your club's marketing teams as much as possible and even ask them if you could work with them on projects in order to gain some experience when time permits. Ask as many questions as you can in order to understand how different industries work and what their objectives are around sports marketing. Always be personable, maintain your contacts and most importantly be confident in your ability and knowledge of the sporting environment.

Routes into marketing

The competition for jobs in marketing is intense. How can you stand out from the crowd?

Obviously a degree or a postgraduate qualification in marketing is an asset, but marketing requires specific personal skills such as good communication, numeracy, flexibility and organisation. The ability to work under pressure and produce creative ideas is essential too. Work experience in a marketing environment is also a real advantage.

In your first marketing role, you may gain skills in:

- Planning and using market research
- Communicating with target audiences (your customers)
- New product and service development
- Managing customer relationships and using databases
- Delivering effective customer service to achieve marketing goals
- Developing effective channels to market

Employers will be looking for evidence that you have these skills, or at least have the potential to develop them.

Work your way up

The more knowledge and experience you have, the more chance you have of getting a job in marketing. Most candidates start off in junior positions (assistants) and work their way up. These entry-level positions are a good way to gain a broad experience of the industry. However, employers will expect you to contribute immediately! You'll have to be aware of any good opportunities around you, and be prepared to take them in order to build your career.

Get qualified to get an advantage

If you do not have a degree in marketing, then you may want to consider a relevant postgraduate course or a CIM professional marketing qualification. You may be able to find an employer that will sponsor you in this if they can see the value that it will bring to the company.

Get on a graduate scheme

Some large companies offer graduate trainee or assistant schemes. The emphasis is increasingly on integrated skills, so you should be prepared to work in any department and gain an all-round training. Once you have entered the industry, there are numerous opportunities to help you develop your career. For example, CIM offers a series of courses for marketing professionals, ranging from one day workshops to five day residential courses.

Use your transferrable skills from life and cricket

Many marketers working today did not necessarily start out in marketing. Frequently marketers come from other areas of the business such as sales and customer service, as there are many transferrable skills. You could find a non-marketing role with a company keen on promoting from within and look to move internally, but don't expect to make it to the marketing department overnight. Your time as a professional cricketer will have allowed you to develop numerous skills to help you work in this industry, think what they are, and how you would market them to prospective employers.

Network for success

Lastly, network. You never know who could offer you a marketing opportunity so it pays to go to any events being held at your County cricket clubs, Sponsors events or socially, where you might be able to gain contacts and meet industry representatives.

Gain valuable work experience

Relevant work experience is extremely attractive to prospective employers, look for suitable opportunities to gain an insight and add to your CV in any off season or rehabilitation periods of your cricketing career. Getting involved with your clubs marketing department and helping them with any initiatives is always a positive use of your time. Some of the large graduate recruiters (such as Unilever and Mars) offer students paid summer placements in marketing and other departments. Smaller companies are also open to additional resource, so we recommend you keep your approach broad.

Some useful websites for further reading:

www.cim.co.uk - Chartered Institute of Marketing

www.getin2marketing.com - Careers Advice for working in Marketing



PCA PLAN

winter opportunities

Business Mentoring Programme

The business world outside of cricket can seem rather daunting. There are hundreds, if not thousands, of different career directions to contemplate and the current economic conditions will mean that job hunting will become an increasingly more competitive process.

As well as the support from your Personal Development and Welfare Coaches, where else can you find solutions to these challenges?

How can you find out which careers have the brightest futures?

How can you begin to create a network outside of cricket?

How can you discover what the commercial world is actually like?

To help answer these questions and more, the PCA and Mulraine Sport have partnered with law firm Clarke Willmott to create the 'Business Mentoring Programme' for current players.

The role of a mentor is to act as a trusted advisor or guide. The majority of successful people in business, almost without exception, have a mentor or have had someone in their early career that inspired them to achieve great things. In some ways, a business mentor is not unlike your coach; their purpose is to impart knowledge and strategies to help you succeed. However, a business mentor is not responsible for your selection and therefore there is the opportunity to develop a more open and rewarding relationship.

Below are answers to questions that will give you an insight into the programme.

Who is the programme aimed at?

The programme has been designed for all players looking to plan for their career after cricket.

Clarke Willmott is a law firm. Is it only for players seeking a legal career?

No. The mentors are all from the same legal firm but the programme has been designed to provide players with generalist business guidance.

Who are the mentors?

They are Partners and senior people within a number of different departmental areas of Clarke Willmott. Many are passionate about sport and all want to use their knowledge and experience to help you.

Will I need to travel to see my mentor?

Wherever possible, you will be assigned a mentor who is based in an office close to your county. Whether you meet or conduct your mentoring sessions over the phone (or via Skype) will be up to you and your mentor.

Will this programme lead to any work experience opportunities?

This is not guaranteed and will depend on opportunities within the different office locations. What is guaranteed is that any player on the programme will be on the priority list for any work experience opportunities.

How long will the programme last and can I change my mentor if the arrangement doesn't work for me?

There is no set programme length and therefore it very much depends on what you agree with your mentor. If you feel the relationship is not working for you, it is perfectly okay for you to let me know and then we can make a new arrangement for you.

There are ONLY 17 places available and therefore you will need to register your interest quickly. If you would like to find out more, please let your Personal Development and Welfare Coach know before contacting Charlie Mulraine at charlie@mulrainsport.com or calling 08702 640530.

* **clarke
willmott**

Paid Winter Internship Opportunity with Deloitte in Birmingham

Deloitte is a major International Accounting and Consulting firm. This is a fantastic paid work internship opportunity for a player local to the Birmingham area who is interested in a possible post cricket career in finance.

The role will be as an associate within their Global Employer Services (GES) group. This area helps employers with international operations to meet their compliance obligations, and to minimise the costs that arise in relation to their workforce around the world.

Role

At entry level, the nature of the work is initially focused around day to day consulting advice provided to their clients: helping to answer questions raised by individual assignees/employers (under the supervision of the engagement managers); and to a greater degree, directly assisting with the tax return preparation season.

Timing

This will be a fixed term placement of, for example, 4-6 months commencing around September/ October. This would ensure that the individual would have sufficient opportunity to learn the necessary technical skills and to really contribute to the business environment.

Deloitte can only keep this position open for a short period of time so please register your interest RIGHT NOW.



To register your interest in any of these opportunities please contact Charlie Mulraine at charlie@mulrainsport.com and 08702 640530.

Balancing university and playing cricket

Essex's TOM WESTLEY reveals his thoughts on balancing university and playing cricket and the impact this line of personal development has had on him. Tom is currently studying Sports Science at Durham University and has one more year before completing his degree.



How have you found playing cricket whilst going to university?

There are lots of benefits about going to university as a cricketer. Foremost, I know studying for a degree will open up lots of potential opportunities for me in the future, both in terms of using my degree for potential endeavours, but also studying at a recognised institution like Durham adds to the status my degree has with employers. Having a degree also acts as a fall back plan. It's a precaution for unforeseen circumstances such as a long-term injury or no longer being contracted. While at the moment I can't see any career other than playing cricket, knowing I'll have a degree in the background means I have a wider spectrum of opportunities after my playing days are over.

I also think having a degree as a professional sportsman is very attractive to companies and employers. I believe if you have developed yourself whilst also maintaining a career within a high performance sport, it shows something about your character and ability to organise yourself. The skills needed to succeed in both sport and business draw upon similar personal characteristics, so exploring other interests away from cricket I think is really valuable.

I've also enjoyed the cricket side of things at university. In particular, the responsibility I have as being captain of the uni side. It's a different role to the one I currently have at Essex, where I'm one of the younger players. Being captain and expecting

to lead and do well in the side is a role I've enjoyed. Also, being at university has actually meant I've played less cricket, which has allowed me to be really fresh coming back to Essex, especially physically which will hopefully help me maintain my fitness for the long and intense season.

At the opposite end, I'd also say that going to university has been really challenging.

For example, this year, being involved with the 1st team has meant more time being involved with my cricket and at times it's been difficult to juggle and commit myself fully, while also having course work to complete and deadlines to hit. It's meant my organisation has had to be really good, however, there's no getting away that it can be a strain. Also, I feel highly involved with Essex and you can sometimes feel left out the loop being away. To combat this I've had to do a lot of travelling.

What do you think others think about you going to university?

Essex have been very supportive. Before going I spoke to Paul Grayson,

Graham Gooch and Keith Fletcher who all encouraged me and thought it was a good idea to go to university. I felt it was really important to have their advice and support. It gave me a lot of confidence knowing the club supported me and knowing that I wasn't going to be left behind by choosing to study. Also, Essex has a good history of players all going to Durham University. For example, Will Jefferson, John Stephenson, James Foster and Nasser Hussain all went to Durham, and Alistair Cook had a place before choosing to pursue his cricket. I also live with Greg Smith (Leicestershire) at university, so I'm certainly not on my own up there. I think a key factor that has really helped is that the coaching staff at Essex have been in regular contact with me the entire time I'm away. Paul Grayson is very up to date with how I'm getting on. I've also had lots of support from the PCA which has been terrific, especially in terms of providing funding support for my education.

What would be your advice for future players who are thinking of going to university?

The decision of going to university is so specific to the individual. It's very difficult to generalise – to go or not to go? For those players that are on the fringe of international cricket, it's probably not the right option, because for me playing for England outweighs the sacrifice of pursuing the time taken to complete a degree. Also, if I had a nailed on spot in the 1st team, I may not have gone to uni. But I was a fringe player. Added to that, I had a history with injury, so for me everything seemed to point towards university. I suppose each county has different views, and each person's situation and status at the time has a lot of influence. However, it's definitely been the right choice for me. I've managed to play lots of games while being at uni, and in the meantime, I'll also end up with a decent degree and continue to play cricket for a living. Going to Durham has certainly broadened my horizons of what's out there for me, not just as a cricketer, and I see that as a huge positive.

Addictive Behaviours

REVISITED



Did you know that most people who develop an alcohol related illness ARE NOT alcoholics?

If you drink more than 3-4 units of alcohol per day (that is 2 or more pints of lager a night) you are:

- 2½ times more likely to get cancer of the throat
- 2 times more likely to develop cirrhosis of the liver
- and nearly 2 times more likely to develop high blood pressure

The NHS suggests that if you are drinking at those levels now, then you will be experiencing some form of health problems such as fatigue, poor sleep, weight gain and poor sexual performance - not the most desirable side effects to be experiencing as a professional cricketer, are they?

In 2008, The PCA along with Performance Healthcare and with the support of the Personal Development and Welfare Team, ran pre season workshops on Addictive Behaviours across all clubs. The focus of the workshops was to educate players on various forms of addictions such as alcohol, drugs and gambling. So 2 years on – has anything changed?

You may recall some of the statistics from the workshops regarding the risks of alcohol on performance such as:

- 3 drinks will reduce your co-ordination for up to 18 hours after drinking, slowing down your reflexes.
- 5 or more drinks in one session can affect the brain and body for up to 3 days by affecting reaction times, balance, co-ordination, and accuracy.

Recently the NHS has started campaigns educating people on the risks of social drinking. The 2010 survey of 2000 adults found that 83% believed regularly drinking more than is advised didn't put their long-term health at risk. So how can we all be so naïve? Drinking it seems is part of English culture, especially when it comes to celebrating a sporting event. The 2010 FIFA World Cup saw a 37% increase in beer sales across the country. According to the British Beer and Pub Association (BBPA), during England's match against USA the local British Pub served 12 million pints across the country.

But it's not just football that has an association with drinking, it's in cricket too. How many cans did David Boon consume in his record drinking binge on the Australia to England flight before an Ashes tour? As infamous as the drinking episode is, given the effects of binge drinking, perhaps not a trivia question worth celebrating. With the end of season on its approach and the celebrations and commiseration parties locked in the diary, perhaps now is a suitable time to reflect on your habits and see if there is anything you'd change.



Cutting down the units you're drinking each week, will provide benefits such as more money, slimmer waist, better memory, more energy and you will perform better in bed, the gym and on the cricket pitch. Try some of our tips for smarter drinking to help you survive the end of season functions:

- Have a night off. You don't have to have a drink every night.
- Avoid getting involved in large rounds. This is where there's always pressure to keep up with everyone and you can often end up having a drink when you don't even want one.

- Before you start drinking, set yourself a limit on how much you're going to drink in volume and also in how much you are going to spend.
- Try bottled beer or a small glass of wine. It tastes the same but will give you less calories (good for the waistline!)
- Stay hydrated by having at least a pint of water before you start drinking

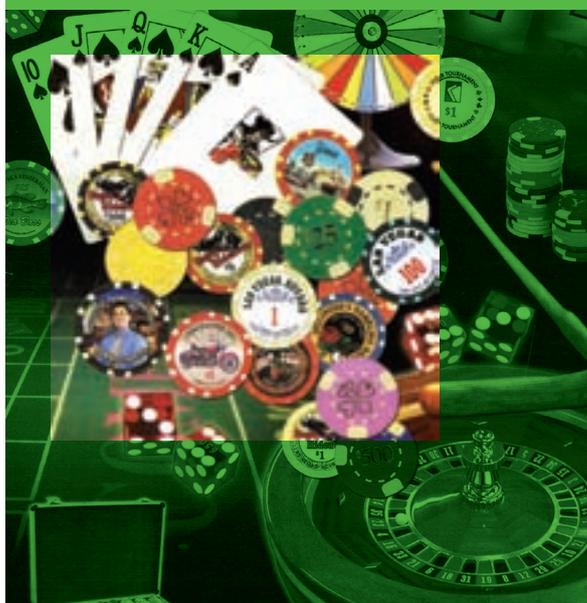


Another area the workshops addressed was **DRUGS**. Each year recreational drugs are responsible for up to 1400 deaths, and nearly 50% of 16 to 24 year olds have tried them. So what does this mean to you? Well, it means that perhaps there are a few people you know who have tried drugs or even regularly use drugs.

According to the British Crime Survey of 2007/2008, the 5 most commonly used recreational drugs in the UK are:

- **Cannabis:** This can be linked to schizophrenia and other mental health problems such as paranoia and loss of motivation.
- **Cocaine:** This is highly addictive and can prompt heart attacks, panic attacks and promote early aging.
- **Ecstasy:** This is linked to liver and heart problems and also causes psychotic states.
- **Hallucinogens** (LSD, magic mushrooms): These are Class A drugs, and if found in possession will keep you in jail for 7 years.
- **Amphetamines** (also known as speed): These are highly addictive and can leave you depressed and with an irregular heartbeat.

Like drinking, there are certainly effects on your performance such as slower reaction times, attention difficulties and memory loss. Four of the five drugs listed are prohibited in season by UK Anti-doping, and the hallucinogens which are not banned in season, wouldn't help your performance or your criminal record anyway. Bottom line is, just don't take the risk with drugs.



The third area that was discussed as part of the Addictive Behaviors programme was **GAMBLING**. The thrill and the risks associated with gambling create a natural high which is what makes gambling addictive. Certainly in some instances it can be the winning lots of cash from Ladbrokes or just a competitive nature that can turn a hobby into something more serious. With online

gambling being more accessible, the risks of becoming addicted are on the increase. Because you as cricketers are around the counties in hotels for a season with free Wi-Fi, iPhones and laptops at the ready, this means you are at risk of turning a nightly post game hobby into a more serious addiction. Around 350,000 people a year are identified as having a gambling problem yet only 1% receives treatment. Often gambling is

associated with other problems, most commonly drinking. 50% of gambling addicts are also addicted to and have issues resulting from alcohol.

Like alcohol and drug use, gambling can be treated. If by reading this you have identified issues within yourself or perhaps know someone who suffers from the addiction in this article, it is important that you seek help and advice. The PCA has a confidential helpline where support is at hand 24/7. Alternatively, contact your Personal Development and Welfare Coach where non-judgmental, confidential guidance of your concerns will be offered to point you in the direction of the support you need.

But certainly with the season coming to a close and the start of the silly season on its way, do yourself a favour and raise your awareness to the effects of alcohol, drugs and gambling. *It's the smartest decision you'll ever make.*

For more information on this article, visit the websites below:

<http://www.nhs.uk/livewell/Pages/Livewellhub.aspx>
(and search 'Alcohol', 'Drugs' or 'Gambling')

<http://www.drinkaware.co.uk/>

THE PROFESSIONAL CRICKETERS' CONFIDENTIAL HELPLINE



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The Old Vicarage, Heywood,
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NO OBLIGATION, NO DEMANDS - JUST HELP WHEN YOU NEED IT.

The Professional Cricketers' Confidential Helpline is endorsed and supported by the PCA and the ECB, and created specifically for the benefit of professional cricketers and their families, both past and present.



Cricketers in business

The winter season is not the only time for players to work on business projects. Four players talk about setting up their own businesses and how this has involved working in the summer, alongside cricket as well as the winter...

ROB FERLEY

Setting out on the journey to start my own business, it was very important for me to create something special and unique. My Cricket Pro (MCP) offers subscribers the opportunity to learn from professional cricketers and improve their game, and looks to inspire and nurture player's development through its fun and innovative range of services. At its heart are professional cricketers engaging with subscribers through web, mobile and face to face products. The most important value is that MCP seeks to engage and develop as many cricketers as possible. To achieve this the service has been intentionally designed to be skill level neutral. That is, it is not just for the highly skilled amateur player.

I passionately hope that the membership will be made up of all skill levels, of all abilities, from both sexes of any creed and nationality. In particular, it was important for me to bring a pastoral approach to the ethics on which MCP will operate. In execution MCP delivers an uncomplicated web 2.0 sympathetic product that fully embraces all available technology. MCP has gained significant investment to ensure the technology is right and I believe we now have a fully integrated media proposition.



The opportunity for subscribers is exciting as it allows them to benefit from this investment with:

- Live one on one chat with your pro
- Live community chat for debating in a group with your pro
- Instant messaging to your pro
- Upload video to be analysed by your pro
- Access to our extensive video library
- Full access to videos and audios from our pro's

It was around 5 or 6 years ago and I was at a loose end with what to do in the winter. I decided that I wanted to keep my mind active all the time and challenge myself outside of the game. I had done some coaching with YCCC and thought 'why don't I try set up a course on my own in my local area?' At first I was unsure how to so I sought advice from other self-employed people and formed a company called Pro Coach Cricket Academy. Within the first year I had run 8 courses and was gaining confidence fast as my business skills were improving. Setting courses up was the easy bit but marketing the courses was the key. We now have 5 full time staff and have over 50 coaches working for us across the UK, delivering coaching to over 2000 children a year. Doing business and making money is the closest buzz I can get to that winning feeling. It helps that I also enjoy the coaching and it's something I am really passionate about. We have coached numerous players who now have academy contracts with counties and hopefully soon we will see our first Pro Coach student play for England!!

Chris Taylor part owns the company and he now runs the business side of things while I play. To support the business, Chris regularly attends business/entrepreneur seminars in Leeds and I am an ECB Level 3 qualified coach. Unfortunately, I am not as hands on as I used to be due to my captaincy commitments but I speak regularly with Chris and attend board meetings. It is important to work alongside people who you trust fully to run the business in the way you would.

Being in business has given me confidence in talking to people. Picking a phone up and cold calling for business is very different from going out to bat but doing those things has given me confidence in my 'life' skills that have also helped me perform within cricket. I now have a business that is stable, and I have something that will be there after my cricket career finishes.

If any cricketers out there would like to get involved in Pro Coach Cricket Academy and franchise it in their area or if you are interested in coaching call us on **01133 200444** or email us at enquiries@procoachcricketacademy.com

MCP currently has 13 professionals delivering this service and we expect to see growth that reflects our international aspirations. I am very keen for more professionals to come on board, so for those people who hold a passion for sharing and passing on cricket knowledge please contact me at robferley@aol.com about joining the team. If you want to know more about what we offer, please go to

www.mycricketprofessional.com



ANDREW GALE

DAVID WIGLEY

Northants cricketer, David Wigley, has prepared for life after cricket by setting up 'WellbeingSport', a company in the employee health and wellbeing sector.

WellbeingSport provides services for businesses to implement their Employee Wellbeing Programmes. They offer Pilates, massage and professional sports days, amongst many other services, to companies to help their employees get fit, have healthier lifestyles, learn new skills and even perform better under pressure. They can also be used as reward and recognition for successful departments within the company.

WellbeingSport was inspired following David's time working at Cadbury one winter when he noticed the increasing value companies were placing on Corporate Social Responsibility (CSR) which promotes the social interests and welfare of their staff and wider community. Through research, he found that companies benefit financially when employees are healthier in mind and body as they are more engaged, motivated and productive. So with these insights, combined with his degree in Sport and Exercise Science, WellbeingSport was formed.

Wiggers, along with his business partner Stuart Miller, is using his already established relationships in professional sport, to join forces with professional sports clubs and recruiting the very best partners to set new industry standards but stresses that it isn't as straightforward as it sounds. "Setting up your own business isn't easy; you've got to be prepared to work for free. My business partner and I share the workload and we both have other careers to manage. Stuart works as a consultant 3 days week and commits the other 2 to Wellbeingsport and I've obviously got my cricket career as my priority."

However there are occasions in the summer when even a professional cricketer has time on his hands e.g. on rain affected days or when injured. "Being injured can be a bit of a sobering experience and this is when, around physio and rehab sessions, I have been able to put time into the business.

I see the business as an investment in my post cricket career, as ultimately I've always wanted to work for myself. The thought of being my own boss and the lifestyle this offers has been my motivation – self employment isn't for everyone, but for anyone that it is, I'd recommend making the most of opportunities that cricket can offer."

For more information, please email Info@wellbeingsport.com or visit www.wellbeingsport.com



Since completing the ECB Coaching qualifications 1,2 and most of level 3, I have put the knowledge and skills I have learnt into practise by organising coaching sessions during the off season. I have been based in England for the past few winters, gradually increasing my contacts and improving my coaching techniques. This means I am now able to offer group coaching and one to one's for both adults and children, with the aim to improve their cricketing ability in all aspects of the game.

A recent venture has brought about a new and exciting proposition with a few close friends in the field. We have set up a coaching academy called www.pro-cricket.co.uk running coaching programmes throughout the year, open to all levels of ability and age groups, to encourage the game in a positive way. The idea is that those seeking to improve and move up the ladder will have the opportunity to with the level of coaching we will provide. Ten week courses are being offered with the assistance and invaluable guidance from other professionals like Liam Dawson, James Tomlinson, Kabir Ali and Michael Carberry, who in turn help to take individuals through the development process of improving their batting, bowling and fielding skills whilst building their fitness along the way.

From a young age I always wanted to play cricket and the time spent out of higher education to focus on my career meant that I had no contingency plan if it all went wrong. However, thanks to the PCA, their ongoing guidance and support has allowed me to complete the ECB qualifications during my off seasons, work on building up the business during the summer and ultimately, I have a long term focus off of the cricket field. I have also completed PCA Personal Development winter courses in plumbing, plastering and tiling which were very informative and clearly demonstrates that the PCA have something for everyone ... beyond the boundaries!

Thank you PCA for your ongoing support, you have helped to provide me with a future - after cricket.

Train with the Pro's at www.pro-cricket.co.uk

DAVID GRIFFITHS

CAREER IN FOCUS

Fireman

Former Sussex player Andy Cornford is now a Fireman and reflects on his career in the Fire Service ...



When did you know you wanted to go into the Fire Service and why?

I always wanted to enter the Fire Service, even as a young kid – a relative, my cousin, was involved and I thought it would be great. However, I followed my dad into cricket and played throughout the age groups, the YTS scheme and was signed after that – I finished in 1992.

What is your current job title and what does your job involve?

I am the Crew Manager on White Watch at Preston Circus Fire Station. My job has two main phases:

- 🔥 Assist in managing the watch – non operational tasks – which include Community Fire Safety, training, man management, implementing action plans and routines
- 🔥 2nd aspect – Crew Commander role at operational incidents – basically I ride in charge of a fire engine and make tactical decisions to bring operational incidents to a safe and satisfactory conclusion.

What do you like about the job?

Variety – no two days are the same, camaraderie – the people I work with as a team and the satisfaction of helping people in need.

What are the challenges you face?

Operationally – Pressure. When the public call 999, you are expected to deliver a highly competent and solution focussed service at all times across a huge variety of incidents ranging from people stuck in lifts and people trapped in fires to extricating people trapped in vehicles. The Fire service has changed to a

more proactive service linked to community education and incident prevention on top of the day to day rescue

How long did it take to train?

A 15-week intensive residential course, followed by a probationary period which includes ongoing assessments leading to an NVQ. Initially as a Sussex lad I looked at one in Sussex but wasn't able to get in so moved to Warwickshire for training and a post where I served at Rugby Station for 5 ½ years. Training doesn't stop there – All Fire fighters have to maintain physical and operational competencies which include a breathing apparatus refresher course every 2 years, compartment fire training every 2 years, 1st aid, road traffic collision training etc.

What are the similarities between cricket and a career in the fire service?

- 🔥 Camaraderie and team orientation which is built around trust, people looking out for each other – because of the hazardous nature of the job you are continually reliant on each other for each others safety.

Despite our commitment to Crew Safety, fire can be unpredictable and the better insulation and modernisation of building construction, such as double glazing means that flammable gases which previously would have escaped are now withheld in the building or compartment making the job much more hazardous.

- 🔥 Pressure to perform at a high level at the critical moment.

🔥 The amount of time dedicated to training and preparation – physical, operational practise and run through, to then be ready for when the call comes through or as they say in the business 'when the bells go down'. The job itself can be physically demanding and unpredictable – something I found in cricket! Like sitting as a batsman one minute sat waiting to go in watching play unfold – the next minute a wicket falls, you are in, you need to switch on and perform from the first ball – one minute we might be fitting smoke alarms and the next minute on our way to a serious

road collision. It's the same adrenalin rush to know you have to have to deliver your skills at that moment.

- 🔥 Another similarity is public pressure and expectancy. For a cricketer playing in front of a crowd to a fire crew being faced with a property fire with people trapped inside and a crowd gathering outside. There is a serious pressure under time critical moments – clarity of decision making with a situation changing all the time is essential.
- 🔥 The nature and responsibility that the role demands tests me continuously – similar to cricket.

I believe there are lots of similarities but the major difference is that the consequences of your actions in the Fire Service are far greater; to self, to the fire crew and the public...

What are they key skills/abilities you need to have to be a good Fire Fighter?

- 🔥 Hard working
- 🔥 Physically fit and able
- 🔥 Be able to deal with pressure and think clearly in those critical moments
- 🔥 Adaptable and open to change

What would you recommend to cricketers interested in this as a potential career?

Getting into the Fire Service is difficult as it is a popular occupation and possible candidate numbers are high, so be prepared to apply across the country many times but if you are lucky enough to get in – it is worth it! I enjoyed my time in cricket but if asked which I would choose, it would be the Fire Service!

What's your involvement in cricket now?

I remained involved in cricket after I finished playing professionally in 1992 and since 2002 have been involved more heavily – in charge of the Emerging Players Programme at Sussex CCC. The combined roles have allowed me to form a partnership between Sussex Academy and the East Sussex Fire & Rescue Service which enabled the academy to take part in fire service simulations training day – which was both an interactive experience and a learning and education session looking at fire and road safety aimed at young drivers (their demographic).

Joining the Fire Service...

Are you looking for a job with variety, a challenge and good career progression?

The alarm sounds. You pull on your firegear, get on the fire engine and race out double fast. This is the part that everyone knows. But there's a lot more to being a firefighter...

How do I become a Firefighter?

Becoming a firefighter in the UK Fire and Rescue Service does not come easily. In fact many serving firefighters spend months and years applying and getting themselves prepared prior to gaining entry. The process of joining the Fire and Rescue Service varies throughout the UK but the principles you need to follow are the same.

What's involved in being a Firefighter?

As a firefighter, you will be called upon to tackle various emergency situations where your problem solving skills and initiative will be vital to resolve issues quickly and calmly. Incidents vary from tackling fires and rescuing people from burning buildings to dealing with chemical spillages and Road Traffic Collisions (RTCs). A sensitive approach will be required when dealing with members of the public who may be distressed and confused.

The role of the firefighter is continually changing as new techniques and equipment are introduced. As well as responding to emergencies, you will also be expected to work closely with the community:

- To prevent fire and accidents from starting in the first place.
- Educating the community by visiting schools, community centres and people in their own homes.
- Advising people about planning escape routes within their own homes in case of a fire.
- Actively seeking to understand and to value diverse individuals and groups.

What qualifications, skills and attributes are required?

No formal qualifications are required to become a firefighter. However, you will need to pass a series of written and aptitude tests during the application process and any qualifications you bring into the service may help with future promotions.



There are certain personal qualities and attributes you will need to help you fulfil your role as a firefighter. These include:

- Confidence and Resilience
- Teamwork
- Effective Communication
- Adaptability
- Integrity
- High level of Fitness
- Problem Solving
- Situational Awareness
- Commitment to Excellence
- Commitment to Development
- Commitment to Diversity and Integrity

Training and development

Initial training takes twelve to sixteen weeks after which you will be posted to a firestation. As a firefighter you will be expected to undertake a continuous training programme by attending lectures, exercises, practical training sessions and other forms of training to maintain competence levels.

You will be expected to take responsibility for developing your own skills and ensuring that your fitness levels are maintained as the work can be demanding, both physically and mentally.

The Pay

Whilst in training, you will earn around £20k per year and once qualified this will rise to between £20k and £25k. As you move up the career ladder you can earn anything between £27k and £50k dependant on your management level.

Applying to join the Fire and Rescue Service

If you wish to join the Fire and Rescue Service as a firefighter, you will need to complete and pass the following stages:

Initial Application – Thorough application form.

Psychological Tests – Working with numbers, Understanding information, Situation awareness and problem solving plus an assessment questionnaire.

Physical Tests – Timed tests assessing your fitness and abilities in Enclosed Space, Ladder Climb, Casualty Evacuation, Ladder Lift, Equipment Assembly and Equipment Carry plus a standard eyesight test.

Interview – Behavioural interview focussing on your behaviour during similar situations in the past.

References – These will be followed up if you are successful at interview.

Medical – Hearing, Step, Lung function, Physical stamina and general tests.

www.fireservice.co.uk is a comprehensive website detailing full information on the application process and fitness requirements as well as listing vacancies and a full list of all the county UK Fire and Rescue Services.

www.london-fire.gov.uk

www.careers-guide.com/jobs-profile/fire-service.htm

A year on ...



Ex-Gloucestershire player **Tom Stait** talks about his new career path and how life has changed a year after leaving the game...

TOM STAIT

What were some of your initial thoughts and emotions after being told your contract was not being renewed?

It was pretty tough and there were loads of different emotions from what I remember. I had known I was having my last appraisal for several weeks and was aware that there was a chance of being released, I think anybody in the last year of a contract would know the risk and be slightly nervous. I also knew I had not played as much 1st XI cricket over the course of my contract as I had hoped, through a combination of injury and not bowling well enough. But despite all this, and trying to be prepared for all outcomes, it still hit me like a ton of bricks! I was obviously very disappointed, upset and shocked for a while.

How difficult was the decision to move on to another career or consider trialling for another county?

I took a bit of time to think about what I wanted to do next, and spoke to various people close to me. There was still 6 weeks or so left in the season, so I didn't want to rush it and not give myself enough time to make the right decision. Once the initial emotion of the whole thing had evened out, I got my head down and thought pretty hard. Staying in cricket was an option, but by no means the only one. I tried to speak to some counties but at that time none of those I contacted were in a position to do anything. I was also realistic and knew that from the handful of games I played, I didn't have a first class record that stood out. The thought of spending a summer trialling was not something I was particularly keen on.

What was your motivation to take a new career as a Personal trainer?

During my time playing professional cricket, I became quite interested in the fitness and conditioning aspect of it. I have always been lucky and been naturally fit, and enjoyed that side of training full-time. When I sat down and thought about what I would want to do post-cricket, this was something that stood out. I was very interested in it, keen to learn more and could see myself following a career in the fitness industry and developing a passion for it. It also kept me active, would make sure I stayed fit, and kept me away from a desk job, which was very important to me. I wasn't ready to sit in an office yet!

How has the last 12 months gone for you in your new profession?

It has been great. At times tough and always challenging, but it's refreshing to be doing something different. I studied full-time for over 2 months at the end of the summer. It felt a bit like being back at university, but also much different; I was studying in order to move straight into the fitness industry (before joining Gloucestershire full-time I graduated with a degree in Accounting & Finance) and really enjoyed it. Once gaining my Personal Training qualification, I started my own Personal Training business based in Bath, and slowly but surely built up a client base. The first few months were difficult financially, I was completely self-employed so had no regular pay-cheque, which took a bit of getting used to and I had to be quite careful.

I did find it exciting though, and building up my own business was really motivating and rewarding. I am now about to open my own Personal Training studio in the centre of Bath. This was something I initially thought I would look to do after 2 or 3 years of building my business and client base, but a great opportunity came up, so I went for it. I can't wait, it is going to be a great facility and having a base to train people at will make a big difference. I am also looking at studying further and gaining more industry recognised qualifications that will improve my skill-set and knowledge in certain areas.

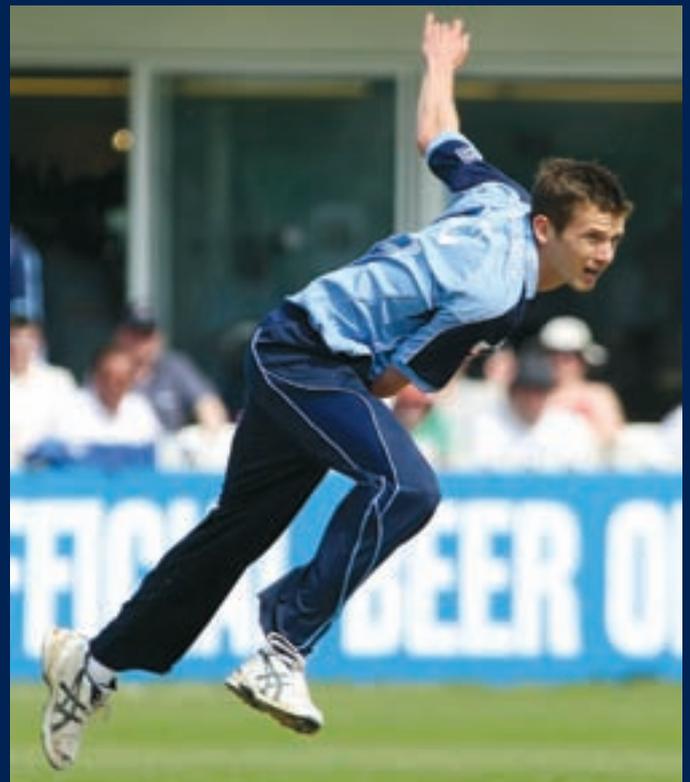
Are there times you reflect on professional cricket and miss it?

Occasionally. I miss being in the team environment, and also miss having the opportunity to play first-class cricket in front of large crowds at grounds across the country. I will always be frustrated that I didn't achieve more with Gloucestershire.

I had some amazing opportunities and was lucky to experience playing professional sport, which I loved. I don't have any regrets though, which is very important to me. I know I gave it everything, I trained and played hard and don't feel I could have done much more. This makes me proud and means I don't look back with any resentment or regret.

To players finding themselves in a similar situation to yours at the end of last season, what advice would you pass on?

Don't rush or feel under pressure to make a decision about what to do next, whether that is in or out of cricket. Take some time to speak to people and think carefully about what you want. I felt in a much better place to think clearly about it once I had given it a week or so to sink in. Use your ECB/PCA Personal Development Coach. Thomo was fantastic with me, we spoke regularly and he helped me make a plan and really work out what I wanted to do. His support continued, and still continues, after my contract finished.



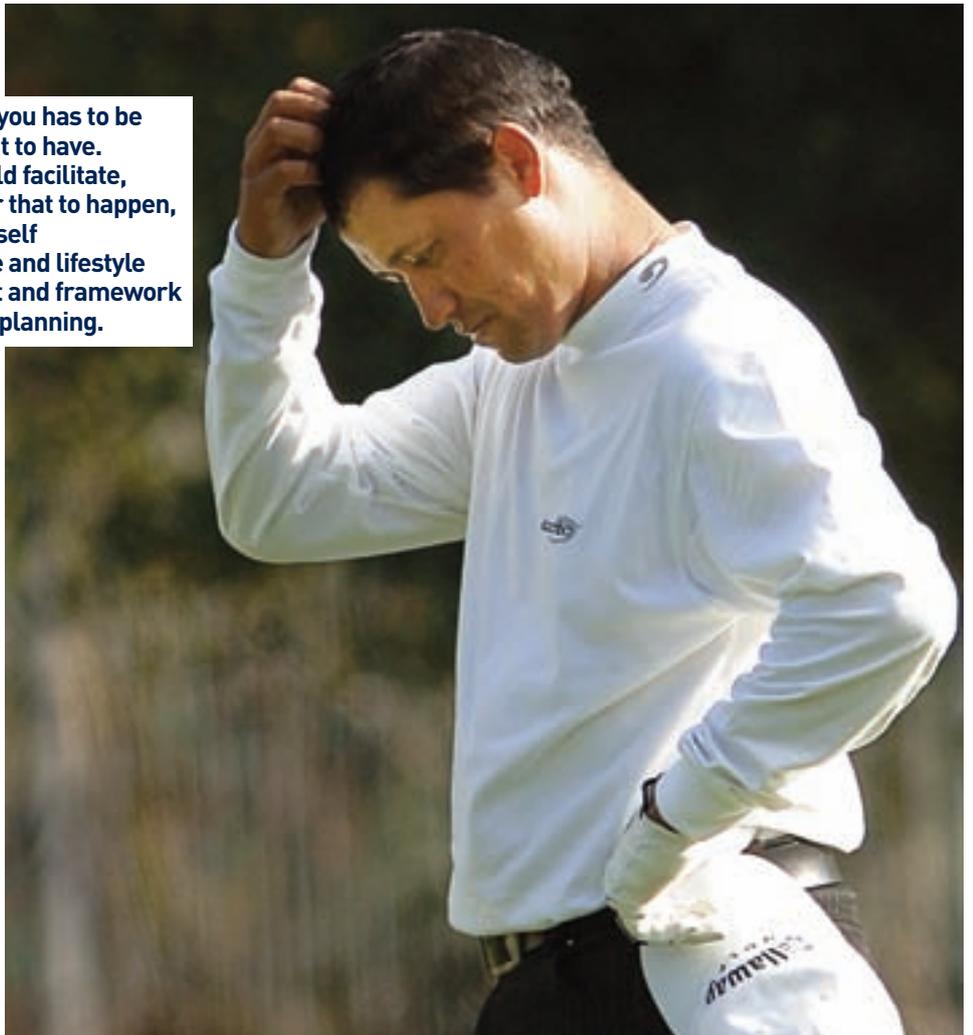
Who am I?

The personal development that is right for you has to be put in the context of the kind of life you want to have. Importantly, the pursuits you choose, should facilitate, support and complement your lifestyle. For that to happen, you need to have good self awareness and self management so you are clear about the life and lifestyle that you want. This will give you the context and framework for your career and personal development planning.

The fundamental starting point is working out what is important to you: your values. There are two kinds of values: internal (how you relate to the world and other people – honesty, independence, connection, etc.); and external (extrinsic factors such as money, health and your environment). Both are important. The exercise below will enable you to focus on your values and help you:

- Make lifestyle choices that are right for you;
- Get the right balance between life and work; and
- Make good career and work choices.

Don't panic if this feels a bit daunting: many people find this the hardest part of the personal development process. A word of advice: be as honest as you can. Avoid listing values that you think you ought to have or that others think you ought to have: list the ones that you do have. So, if money is important to you, write it down. If fame and recognition are important, then ditto. There are no 'right' or 'wrong' answers; what you are doing is trying to identify and articulate what really motivates you. You're trying to pin down what's really important to you and what you really want.



VALUES EXERCISE

Step 1: Look at the matrix below and circle all those values that are important to you. Add any others that you feel are missing.

Abundance	Connection	Creativity	Honesty
Acceptance	Joy	Adventure	Passion
Influence	Security	Courage	Freedom
Family	Achievement	Integrity	Consistency
Fun	Education	Compassion	Health
Capability	Love	Relationships	Control
Excellence	Delight	Independence	Improvement
Originality	Community	Money	Peace
Responsibility	Spontaneity	Perception	Contentment
Unity	Competition	Strength	Trust
Challenge	Service	Support	Quality
Power	Excitement	Friendship	Respect
Time	Success	Privacy	Self-esteem
Standards	Choice	Distinction	Justice
Routine	Prestige	Morality	Recognition
Serenity	Risk	Faith	Balance

Step 2: Now narrow these down to your top 10 values that you feel are really important.

Step 3: Finally, whittle your list down to the 4 words that best represent the person you are – what you really want! These are your essential values, the things that you should be seeking to base your lifestyle and career choices on; your real priorities.

Step 4: For each of the core values that you have identified, try to define exactly what it means to you and be as specific as you can.

VALUES AND CHOICES

Now, use your values to help you build up a clearer picture of how you'd like your life and lifestyle to be. First, think about your current situation. What's working well, and which areas of your life are you less happy with? To help, look at the questions below and rate on a scale of 1 to 10 of how satisfied you are with each category:

Category	Questions to ask yourself	Rating (1-10)
Physical Environment	Do I love the place that I live in? Do I feel at home here? Do I have too many possessions, or too few?	
Health	How happy am I with my fitness and appearance? Do I make enough time to exercise and do I enjoy the exercise that I do? Do I eat well?	
Finances	Am I content with my level of income? Am I worried about debt or my financial future? Do I have a good financial management plan or do I fritter money away?	
Career	Do I enjoy getting up in the morning to go to work? Do I feel that I have found my niche? Am I paid enough for what I do?	
Friends/family	Do I have enough time to spend with friends and family? Do those relationships enhance my life, or do I feel drained by them? Who would I like to see more or less of?	
Partner/relationships	How close do I feel to my partner? How much of our time is 'quality' time? If I'm single, am I happy with that situation?	
Fun/recreation	How much time do I spend every week on my favourite hobbies and activities? Do I feel that life is fun or dreary? How stressed am I?	

For those areas in which your scores are low, think carefully about the extent to which your true values are reflected in your current situation. Is your reality in synch with what matters to you?

The main question you need to ask yourself is: **What changes do I need to make so that I am living in accordance with my values?**

Asking this question for each category in turn will help you to pin down exactly where you need to make changes.

Think about the overall balance of these categories. Which ones are most important to you? Which categories do you need to focus on to make the biggest change in your overall happiness?

From here you can begin to target specific actions you need to take in the short - (next 6 months), medium - (the next year), and long - term (next three years) that outline what exactly it is that you want to achieve, and by when.

Thoughts from the dressing room

Worcestershire's Richard Jones gives us an insight to the dressing room on a rainy day...

As a professional cricketer in England you are safe in the knowledge that you are going to spend a fair amount of time off the field for rain during the course of the summer. When this occurs, the dressing room becomes your haven. It is an important place for a cricketer. You have your own space where you get yourself prepared for training and games. You're sat amongst colleagues where you can learn from their experiences and swap ideas on the game. But on a rainy day, the dressing room transforms into a hub of activity with everyone passing the time in their own different way.



You'll get an old pro who sees it as an opportunity to tinker with their kit making sure they are ready to go when the covers come off. A batter will replace a grip or sand down their inside edge. A bowler will clean his boots or tighten his studs.

There are the conscientious professionals putting themselves through the paces in the gym, either pumping iron or going through the gears on the bike. Whether this is for maintenance or purely to shut up an increasingly bored Strength & Conditioning Coach is up for debate.

In one corner there'll be a couple of highrollers and cardsharps on their laptops having a flutter here and there trying to make themselves a nice little earner for the day.

Perhaps the most common thing you'll find in a dressing room on a rainy day, however, is the crossword enthusiast. There are two types of these; there is the well travelled, well educated type trying to solve the Telegraph or the Times' clues; and then there is the type that fails miserably with The Sun, before failing miserably with The Daily Star, before giving up and going to watch music channels. I place myself firmly in the latter category.

The point is that the dressing room is filled with many different characters who cope with things in their own way, and a rain filled day highlights this perfectly. But as professionals it is up to us to make sure that nothing we do when we are off the field detracts from us going back on in the right frame of mind and with the right attitude to compete with the opposition for a positive result.

Because come rain or shine, we all want to win.

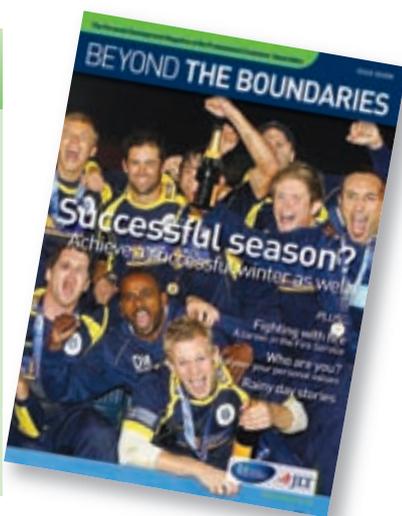
Writers wanted

Are you a budding journalist? Do you enjoy putting your thoughts on cricket and life to paper?

We are looking for players who would like to contribute to future issues of Beyond the Boundaries.

The article can be on any subject and must be no more than 400 words.

To enter, submit your article to Rachel Newnham at Rachel.newnham@ecb.co.uk by 20th December 2010.



Personal Development and Welfare

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PCA Events, News & Contacts

The PCA and The Prostate Cancer Charity say:

'Don't get caught out by prostate cancer'

Leading England cricketers have called on men across the UK not to 'get caught out by prostate cancer'.

Former England players Dominic Cork, Tim Munton and Dean Headley and county players past and present including Dudley Owen-Thomas and Michael Brown, joined guests, at The Brit Insurance Oval on 14th July to launch the three-year partnership between The Prostate Cancer Charity and The Professional Cricketers' Association (PCA).

Former Surrey cricketer Dudley Owen-Thomas was deeply shocked when he was diagnosed with prostate cancer in 2006 and he urged all men to have regular health checks and be aware of prostate cancer.

He said: "I stopped getting regular health checks and suddenly I was having a major operation to remove my prostate. I didn't think prostate cancer would happen to me and it did.

"Don't take your eye off the ball because there's a good chance you'll be history - I was very lucky. We all need to be aware of this disease, it doesn't just happen to other people." Ex-Warwickshire bowler Tim Munton spoke about his father who died of prostate cancer.

"I became aware of prostate cancer when my father was diagnosed with an aggressive form of the disease that was inoperable - he died three months ago. "It's crucial that cricket supports The Prostate Cancer Charity and we make as many people as aware as possible that this is a disease that can kill and the more we know about it the better our chances of beating it."

The partnership between the Charity and the PCA is designed to urge men to be more aware of the disease to ensure that they 'don't get caught out by prostate cancer.' There are currently 250,000 men living with prostate cancer in the UK and 10,000 men die of the disease every year.



THE
PROSTATE
CANCER CHARITY

The Prostate Cancer Charity will be the PCA's charity partner for the next three years. As part of the partnership, the PCA held a Masters cricket event at the renowned Wormsley Cricket Ground in August in aid of the Charity and the PCA Benevolent Fund, and there will be a special fundraising day at an international match later in the year. Many county cricketers will also be taking part in November - the annual fundraiser where men grow moustaches to raise awareness of prostate cancer, which is already has a huge following with the Australian team.

Inter Counties Golf

Each year, the current first class counties lock horns in an inter county golf competition. Every county is represented and we have, for the first time, created an opportunity for 38 past playing members to join the day and enjoy the fantastic Forest of Arden course on 30th September.

The day will begin with bacon rolls at 10am, followed by a shotgun start at midday. There'll be a separate smaller competition for past players and this opportunity will again be on a first come first served basis.

Many thanks go to Andy Mitchell and Owzat-Cricket.co.uk, who has kindly sponsored the day.

To book your place, please contact Jason as soon as possible on 07768 558050.

Personal Development Courses

After the success of last year, the PCA will once again be running bespoke Personal Development Courses at each individual county over the winter. These free, short half day courses are an excellent way to develop or learn new skills to enhance your personal or career development. The courses cover a wide variety of skills and subjects such as finance, cooking, trade skills, marketing, negotiations, leadership and much more. They will be integrated into your county's winter training schedules and offer you a way of upskilling

alongside your fitness and training, so speak to your regional Personal Development and Welfare Coach for further details about the courses being run at your county this winter.



PCA Past Players' Lunch

Yorkshire County Cricket Club hosted this year's PCA Past Players' Lunch, which saw a superb turn out with 85 former players in attendance. The event began with an incredibly popular book signing of Andrew Collomosse's excellent publication 'The Magnificent Seven', which charts Yorkshire's seven Championship titles and two Gillette Cup wins between 1959 and 1969. Fans queued to get the signatures from Brian Close, Dickie Bird, Ray Illingworth and John Hampshire - amongst others, at this star-studded event.



The diverse age range in attendance at this year's PCA Past Players Lunch was illustrated by the likes of former Nottinghamshire batsman Josh Mierkalns (24) and Yorkshire & Gloucestershire left-arm spinner Ian Fisher (34), just two of the cricketers present who played during the modern era.

Alan Oakman (Warwickshire & Sussex), PCA founder Fred Rumsey (Derbyshire), David Smith (Sussex, Surrey & Worcs), Andy Brassington (Glos) David Steele (Derbyshire) and Bob Taylor (Derbyshire) also demonstrated the range of counties covered.

Players caught up with their peers while watching Yorkshire take on Nottinghamshire in a top of the table LV= County Championship Division One clash, before retiring to a sit-down three course meal. PCA Assistant Chief Executive Jason Ratcliffe then addressed the



gathering on Past Player membership updates, before David Graveney introduced a poignant film on the work of the PCA Benevolent Fund - which helps players and their families to confront a number of difficult circumstances during and after cricketing life.

There was plenty of time for a beer or two and more reminiscing in the post lunch session as players continued to enjoy this popular annual event.

For more information on PCA Past Player Membership, please visit www.thepca.co.uk/past_players



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REAL PEOPLE REAL PLACES REAL NEEDS



**PCA
BENEVOLENT
FUND**

The Heart of the Game

The Benevolent Fund is part of the PCA's ongoing commitment to help current and former players and their dependants in times of hardship, upheaval or to readjust to the world beyond the game.

Few vocations carry so much uncertainty as that of a professional cricketer. The demands of playing any sport for a living, leaves little time to consider and plan for possible disasters or upheavals in the future.

A significant amount of money is set aside from PCA fundraising for this purpose.

Benevolent issues are those that pull at everyone's heart strings and emphasise the important work the PCA does in generating vital funds.

The Fund is part of the PCA's on-going commitment to supporting players and their dependants who might be in need of a helping hand to readjust to a world beyond cricket.

It can also help current and past players who may have fallen on hard times or are in need of specialist advice or assistance.



Every donation helps. Please give today
www.thepca.co.uk/benevolent_fund

Acting to safeguard
the rights of present,
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