

FICS ISFC COMMISSION

BY: SIMON LAWSON - CHAIR

The Real Success Behind the Big Picture

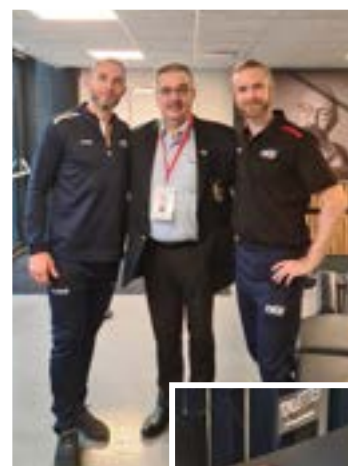
“Every Athlete Deserves Access to Sports Chiropractic” is a great mantra that every FICS member needs to live by! FICS has spent the past 40 years nurturing, developing and cementing relationships with International Sporting Federations and their athlete’s, across the globe, in order to bring this mantra to life but, do we all get the “big picture”?

FICS’ focus has been on trying to create and develop relationships with as many International Sporting Federations as possible over the past 15 years which, we have been largely successful in achieving. Unfortunately, by focusing on quantity, we have perhaps been guilty of not being able to offer quality support and in years leading up to the pandemic, we found ourselves with a highly impressive annual events calendar and a poor coverage rate for these events.

Through the pandemic, FICS has focused on enhancing our skill set and expanding our membership base. Now, as we head towards a more engaging and interactive world again, we are incredibly well positioned to take full advantage of our growth and enhanced level of expertise, an investment, we believe will drive FICS to great heights in the years to come.

So, what is the “Big Picture” and do we, as members of this incredibly diverse, multinational, global organisation really understand what our role is, in being an integral part of the success of, not only FICS as an organisation, but more importantly, Sports Chiropractic globally, and YOU as a Sports Chiropractor!?

I would like to share a success story which completely encapsulates what FICS is trying to achieve, so that we can all be part of the REAL SUCCESS of FICS and Sports Chiropractic.



Continue➔

Continued ... ISFC Commission – The Real Success Behind the Big Picture

The International Powerlifting Federation (IPF) was the second International Sporting Federation (behind the International Federation of Tug of War TWIF) to not only show interest in what FICS had to offer but to understand the amazing benefit that we could provide to its athletes.

The IPF has been a massive promoter and supporter of FICS for nearly 20 years and has introduced FICS to many valuable and influential contacts within world sport.

Apart from looking after the IPF at every World Games since 2005, FICS proudly provides teams to cover the IPF world championship events around the world in numerous disciplines and categories every year.

This success story dates back to 2007 to the IPF World Masters Championships which were held in a town called Potchefstroom about a 90 minute drive from Johannesburg in South Africa. FICS was asked to provide cover for this event. As this was in the early days of our relationship with the IPF, FICS was eager to impress. So, FICS reached out to it's NCSC in South Africa.

It just so happened that I was the President of the South African Sports Chiropractic Association, which later became ChiroSport SA, the FICS NCSC for South Africa, at the time. I managed to get a small team of ChiroSport SA members together and off we went to Potchefstroom to treat the IPF athletes.

It was a week-long competition and we drove back and forth each day starting at 6am and often finishing well after 10pm. It was a very busy and tiring week but, the team loved every minute of it. The feedback from the athletes and the IPF officials was phenomenal with everyone raving about the FICS Sports Chiro's!



Continue
.....➔

None of the ChiroSport SA team had ever worked at a Power Lifting event and had very little knowledge of the sport, however, after working in Potchefstroom for the week and being exposed to some of the local lifters, we were approached to help them with their National Championships later that year.

One or two of the local lifters had had such a positive experience from the FICS event, that they asked if they could come and see us in our practices back in Johannesburg.

The rest, as they say, is history.

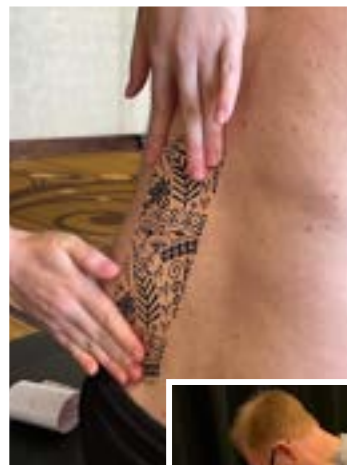
The IPF hold 1-3 World Championship events a year in South Africa and ChiroSport SA, on behalf of FICS, cover all of these events. ChiroSport SA also cover all the South African National equipped and raw lifting competitions across all of the age groups.

As a result of getting involved and being exposed to this federation all those years ago, the majority of the lifters in the two biggest powerlifting gyms in the country frequently visit our practice for performance enhancement and injury management.

I would never have appreciated this opportunity or understood the bigger picture if it wasn't for FICS.

FICS is appealing to all of the NCSC's to reach out to the National Federations of all the International Federations with whom FICS has agreements, to cover their National events and thereby give your members an opportunity to create connections and relationships with local training facilities, coaches and athletes.

Continued ...
ISFC Commission -
The Real Success
Behind the Big
Picture



This in turn translates to a tangible and beneficial return for you as an individual Sports Chiropractor in your very own practice.

The further spin off is that when you go to the World Games or any World Championship event in that sport as a FICS team member, you will see athletes that you have treated from back home; athletes that you are familiar with; athletes who introduce you to others athletes as their Chiropractor and secret weapon ;)

This is THE Big Picture!

FICS needs to spread its base wide across the sporting world and we need you as an individual Sports Chiropractor, to get involved with local coaches, trainers and athletes by using your NCSC to create opportunities and relationships off the back of the hard work that FICS has done over the years with the IF's. Through our relationships and agreements with the IF's, we can connect you and your NCSC with the National Federations and assist you to start working in and through your local sporting communities.

We have some very exciting events planned for next year so, please look out for the events calendar and start planning which events you want to cover.

I wish you all a safe and peaceful festive season and very much look forward to seeing you all on the sports fields in 2023!

Simon Lawson

Continued ...
ISFC Commission -
The Real Success
Behind the Big
Picture

