

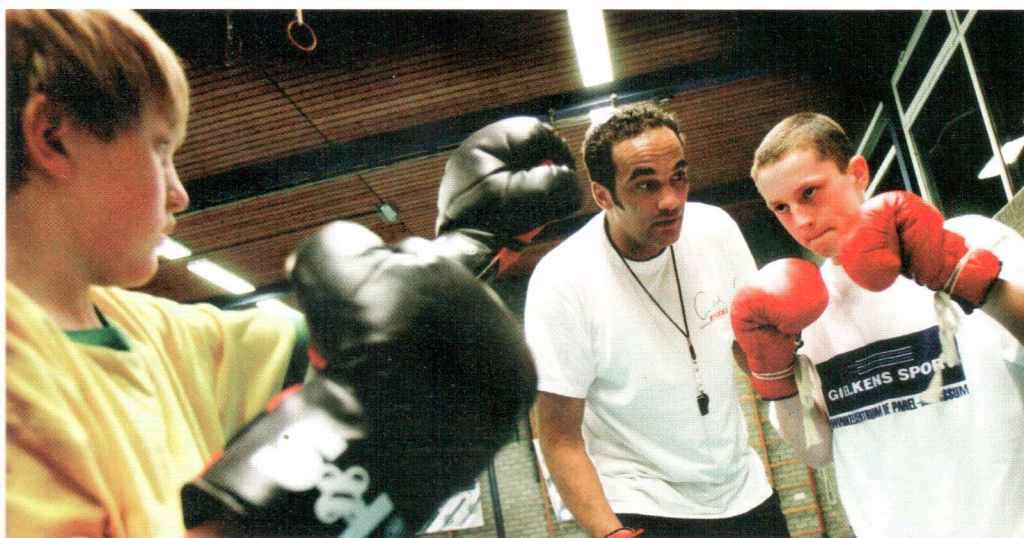
Top sportspeople open international doors

Sport appeals to the emotions of an international mass audience and is the most effective way of promoting a country. This is a snapshot of the efforts of three top Dutch sportspeople who are able to distinguish themselves in quite different areas at an international level.

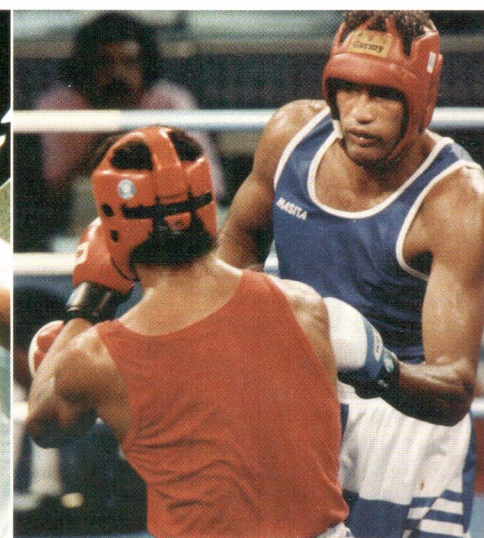
By Ilse Kuiper

Arnold Vanderlyde

"You draw inspiration from yourself and from your organisation"



2005



1992

"A healthy mind in a healthy body." The adage that had already taken root in ancient Greek and Rome might also have been written for many people today, including boxer Arnold Vanderlyde. He climbed into the ring in 1978 and only left it again fourteen years later. During that time, he managed to reach the top in the sport of boxing as three-times European boxing championship winner and three-times Olympic bronze medal winner. When he threw in the towel in 1992, he knew exactly what he wanted to do: to preach his philosophy of life, "A healthy mind in a healthy body", on a professional basis. This was the starting signal for the communication company Vanderlyde Promotions.

Motivation, inspiration

"We have two programmes in my communication company: Fighting Fit and Fighting for Success. Elementary principles such as Physique, Intelligence and Growth Strategy are a key part of these programmes. Fighting Fit is a sports programme that promotes vitality, self-confidence and respect. This takes the form of a boxing training session that I give to managers. Fighting for Success is an instructive motivational and inspirational programme that promotes individual spirit, the basis for good team spirit. These programmes are not just national, as we have also been invited by companies such as Exact Software or H'ITS International to go to other European countries, including Austria, Germany and Belgium."

Not alone

"Whether I tell my story in the Netherlands or in other countries, the fact is that you have to draw inspiration from yourself and your organisation in order to achieve success. This is also true of boxing, because you can't box on your own. You need a permanent professional group to succeed. During training sessions, I see myself as a coach who is trying to bring out and enhance certain qualities. I hold a mirror up to people and like to use boxing as a metaphor, because sport has been the foundation for my true passion: being a personal coach."

www.vanderlyde.nl