



Matt Dawson

CELEBRITY · MEDIA PERSONALITY · SPORTS PERSONALITY

High-performing teams are easy to describe and hard to build. Most organisations talk about culture, accountability and shared standards without ever stress-testing them under real pressure. The gap between the language of teamwork and the behaviour that actually produces a result is where leaders quietly lose people, performance and trust.

Matt Dawson is a Rugby World Cup winner, BBC broadcaster and after-dinner speaker who draws on elite team experience to talk to organisations about leadership, teamwork and performance under pressure.

Matt Dawson's 2026 Biography

Why organisations work with Matt Dawson

- A direct, first-person account of the 2003 Rugby World Cup final, including the pass that set up Wilkinson's drop goal, used as material for what shared accountability looks like in a single moment.
- Twenty years inside one of the most-watched sports panel shows on British television, which translates into a presenter and host who can carry a corporate room without scripting.
- Lessons on team culture grounded in named clubs and named coaches: Northampton Saints, London Wasps, Sir Clive Woodward's England squad, not generic sports analogy.
- A second career arc as a broadcaster and Lyme disease advocate, giving him credible material on resilience, identity after performance, and leading a public conversation on health.

Biography highlights

- Member of the England squad that won the 2003 Rugby World Cup; assist for Jonny Wilkinson's winning drop goal.
- 77 England caps, nine as captain; three British and Irish Lions tours.
- MBE for services to rugby.
- Team captain on BBC's "A Question of Sport" for two decades.
- Winner of BBC Celebrity MasterChef; finalist on Strictly Come Dancing.
- Author of "Nine Lives" (HarperCollins, 2004).

Biography

The 2003 Rugby World Cup final in Sydney came down to a single phase of play with seconds left. The scrum-half made an unscripted break, took the ruck deep into Australian territory, then fed the ball to the fly-half for the winning drop goal. That scrum-half was Matt Dawson, and the moment

AVAILABLE FOR

- After Dinner Engagement
- Guest Appearance
- Moderating and Emcee
- Speaking
- TV and Media

MATT'S SPEAKING THEMES

- Corporate Culture
- Employee Engagement
- Motivation and Inspiration
- Peak Performance
- Resilience & Stress Management
- Team Leadership

LANGUAGES: English

is taught in coaching rooms as a study in shared accountability under pressure.

Across 77 caps for England and three British and Irish Lions tours, Dawson played at the centre of a generation of English rugby that professionalised the sport's performance culture. He played for Northampton Saints and London Wasps, won a Premiership title in his first season at Wasps, and was awarded an MBE for services to the game. His autobiography "Nine Lives", published by HarperCollins in 2004, gives an unusually candid first-hand account of the dressing-room dynamics that produced the World Cup result.

Since retiring he has held one of the most consistent presences in British broadcasting, as a team captain on BBC's "A Question of Sport" since 2004 and as a rugby pundit and presenter on BBC Radio 5 Live. He won Celebrity MasterChef in 2006 and reached the final of Strictly Come Dancing, work that gave him the on-camera range that distinguishes him from most former-athlete speakers.

In 2016, after a tick bite in a London park, Dawson was diagnosed with Lyme disease and underwent two heart surgeries. He has since become one of the most visible UK voices on tick-borne disease awareness, partnering with The Big Tick Project and using national platforms to push the issue into public health conversation.

Key speaking topics

- Teamwork and team culture
- Leadership under pressure
- Winning mentality
- Performance in elite environments
- Resilience and recovery
- Broadcast hosting and event facilitation

Ideal for

- Sales kick-offs and annual conferences seeking a credible team-performance keynote
- Awards ceremonies, gala dinners and client hospitality requiring an experienced host or after-dinner speaker
- Leadership offsites that want a sport-to-business translation grounded in a named, verifiable team result
- Health, insurance and public-sector audiences engaging with patient advocacy and tick-borne disease awareness

Audience outcomes

- A specific, lived account of how an elite team prepares for a single decisive moment.
- A clear sense of what shared accountability looks like in practice, anchored in named teammates and a named result.
- Concrete language for talking about culture, standards and trust without resorting to abstraction.
- A change in register: humour and warmth from a broadcaster who has hosted live television for two decades.

Matt Dawson's Videos



What Matt Dawson's clients say

I would have no hesitation in recommending him to any of our customers and the members of the Manchester PA Network where I am an active member. He was a fabulous speaker, he really engaged with the audience and his speech on leadership and teamwork was brilliant.

Guenther Bakeries

Matt was a lively and engaging speaker and we were very happy with his presentation. He adapted his talk to our specification and was great to listen to!

Histon and Impington Junior

Matt Dawson's 2026 speaking fees

Specific fees fall within the ranges shown. These are presented as a guide only and are subject to change without notice.

	EUR	GBP	USD
Home Country	Under €12000	Under £10,000	Under \$15000
Asia Pacific	Please enquire	Please enquire	Please enquire
Europe	Please enquire	Please enquire	Please enquire

Middle East & Africa	Please enquire	Please enquire	Please enquire
South America	Please enquire	Please enquire	Please enquire
United Kingdom	Under €12000	Under £10,000	Under \$15000
US East Coast	Please enquire	Please enquire	Please enquire
US West Coast	Please enquire	Please enquire	Please enquire
Virtual	Please enquire	Please enquire	Please enquire