



Clive Woodward

Director of Sport for Team GB at the London Olympics & Rugby Coach

Clive Woodward's talks open up a fascinating glimpse into the painstaking analysis, attention to detail, ruthless decision making and team building that creates success in both business and sport.

Clive's biography

Clive Woodward's Background

Sir Clive Woodward has had distinguished careers in both [sport](#) and [business](#). As a player he represented England Rugby on 21 occasions and toured twice with the British Lions – he has also worked with Rank Xerox in the UK and Australia, as sales director of a leasing company within the Ford Group, and set up his own computer leasing operation. But it was when he brought business principles to bear on the way sport was being coached and played that his remarkable team building abilities were unleashed.

He became head coach of the England team in 1997 and set about revolutionising the sport by introducing business principles including the setting of long term goals and getting involved in the detail of player development. He took the team to victory in the 2003 World Cup and received a knighthood from the Queen.

After leaving rugby he became Technical Director and Director of Football at Southampton, and a UEFA qualified coach before being chosen as Director of Sport on behalf of the British Olympic Association. There he was responsible for turning athletes and sportsmen from all disciplines into Team GB. They then went on to achieve the best ever performance by a British Olympic team ever at the London 2012 games.

Sir Clive Woodward now delivers inspirational talks to a wide range of audiences and has written an autobiography about his winning ways.

Current / Past Roles & Positions

- Director of Elite Performance at the British Olympic Association.
- He represented England at Rugby on 21 occasions and toured twice with the British Lions.
- Translates business principles into a winning sporting formula and vice versa

Speaking Style

Amusing, educational, informal, passionate and story-telling

Clive's talks

- **Tackling Change**

In business today, the only constant is change. Success is determined by a teams' culture and how quickly they can learn, unlearn and relearn. Carefully crafted to inspire, motivate and challenge, Clive has developed a new talk on 'Tackling Change' which blends practical tools with inspiring video insights from his career as a businessman, athlete and coach acting as a storied backdrop.

Tackling Change: Clive's reputation as an innovative leader is driven by his determined approach to challenge the traditional school of thought and find new, different ways of operating and this has never been more important in today's ever changing corporate world. In his talk on 'Tackling Change' Clive will highlight why it is important to embrace change and illustrate how creating a culture of relentless learning can help teams and organisations to adapt and succeed.

- **Navigating Uncertain Times Keynote**

Clive will deliver a virtual keynote followed by a live Q&A session sharing the key attributes he believes teams and individuals need to display in uncertain times.

- **The DNA of a Champion by Hive Learning**

Clive had developed a bespoke guided learning course taking the principles from his talks and distilling the key concepts into actionable bursts of learning. Teams can learn with their peers using Clive's peer learning platform so that they can stay connected, collaborate, and problem solve across home offices, dining tables and borders.