



APPLICATION

To nominate a leadership candidate to the academy, the current club leader should contact their local Rugby Development Officer or write a letter of support to:

Carole Thelwall-Jones
CB Volunteer Manager
Community Rugby
Rugby Football Development Limited
Rugby House, Rugby Road
Twickenham, TW1 1DS
Fax 020 8892 4446
Email:carolethelwall-jones@rfu.com

The Leadership Candidate should demonstrate **some** (not all) of the items on the checklist and have potential to develop skills in other areas.

They **must** commit to lead their club/CB and complete the academy programme.



CHECKLIST

Personal Characteristics

- Has the passion and perseverance to lead their club/CB.
- Has the support of key volunteers.
- Has honesty and integrity
- Shoulders the responsibility for success and failure (without casting blame).
- Intelligent, quick to learn and emotionally strong
- Confident without being arrogant.
- Takes informed risks

Strategic Management

- Sets, with input from stakeholders, the long term direction for the club/CB.
- Understands the environment and social trends.
- Identifies partners, creates strategic alliances to help further the club/CB's goals.

People Management

- Clearly communicates expectations to motivate his/her team.
- Puts the right people in the right positions at the right time with the right terms of reference.
- Identifies and deals with conflict.
- Evaluates the performance, and helps develop the potential, of each person in the club/CB.
- Shows respect for others
- Recognises achievement.

Process Management

- Manages change to continuously improve.
- Promotes innovation.
- Secures and allocate resources.
- Anticipates and solve problems.
- Creates and manages project plans and measures results.



leadership academy

- ✓ Raising awareness of leadership in rugby.
- ✓ Identifying the next generation of Club & Constituent Body leaders.
- ✓ Investing in potential leaders to help them develop their skills and confidence.

BENEFITS

The **club** will:

- Have a confident and competent leader with the capability to run the club.
- Benefit from new ideas and good practices to help the club reach its goals.
- Receive five rugby balls if their candidate is selected.
- Be given a set of post protectors worth over £150 if their candidate completes the academy.

The **leadership candidate** will:

- Receive up to £350 worth of professional training.
- Improve their knowledge of the skills needed to run a club/CB.
- Receive coaching from an experienced mentor.
- Share good practice that will make their club better.
- Participate in a support and challenge group with their peers.
- Be presented with rugby branded clothing.
- Be reimbursed reasonable travel expenses.

The **mentor** will:

- Get satisfaction from helping others develop the skills to become better leaders for the good of the game.
- Learn about themselves and others through sharing their knowledge and experience.
- Widen their network.
- Be presented with rugby branded clothing.
- Be reimbursed reasonable travel expenses.



PROGRAMME

Each leadership candidate will:

- Attend the academy launch to network with other leadership candidates and mentors
- Identify their current strengths and areas for development.
- Create their personal learning plan.
- Complete formal and informal learning and development opportunities.
- Review their progress and give feedback on the Academy.

The Leadership Academy will run from November to March

The **approximate** time commitment for each leadership candidate will be:

- Academy induction
- Up to 3 sessions with mentor
- Up to 3 formal learning sessions
- Up to 3 challenge and support group sessions
- Informal activity based on the individual.
- Academy review



MODULES

Depending on the needs of the candidates, the Leadership Academy will cover a number of modules:

Leadership: creating an inspiring vision; setting goals and defining roles.

Communication: working with the media; running effective meetings; presentations & speeches; influencing, negotiation & active listening.

Working with others: empowerment & delegation; motivating; giving feedback; resolving conflict; team building.

Decision making: risk analysis; managing change; problem solving



Planning: project plans; strategic plans; prioritization techniques.

Organising: time management; finding funding; budgeting and resource allocation.

Monitoring and evaluating: success criteria; measurement techniques.

Personal Values: Understanding and development of personal attributes