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# CLIVE WOODWARD

LONDON  
SPEAKER  
BUREAU

- Director of Elite Performance at the British Olympic Association



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Sir Clive Woodward was the manager of the England Rugby team and is in constant demand as one of the country's leading motivational speakers. Clive Woodward was educated at HMS Conway in Anglesey. On leaving school he attended Loughborough University where he gained a Bachelor of Arts degree in Sports Science followed by a Post-Graduate Certificate of Education.

On leaving university Clive joined Rank Xerox and simultaneously began his Rugby career at Leicester Rugby Football Club. He has subsequently focused his attention on both the business and sporting worlds, through his involvement with The England Rugby Team and his associated business interests.

Clive left Xerox in 1985 and emigrated to Australia where he was offered the post of National Sales Director for Portfolio Leasing- a wholly owned subsidiary of the Ford Motor Company. Returning to the UK in 1990 he established his own leasing company, which is still flourishing in spite of his long-term sabbatical into the sporting world!

On the rugby front, Clive Woodward played his club rugby for the Leicester Tigers and enjoyed considerable representative success with England (capped 21 times) and the British Lions (Toured 1980 and 1983). In addition whilst working in Australia, Clive captained the Sydney Premier Grade side Manly.

Following an outstanding career on the field, Clive turned his attention to coaching. He successfully presided over Henley RFC during their unprecedented success in the early 1990's where they gained 3 promotions in as many years.

He followed this with coaching positions at Premiership clubs London Irish and Bath. During his spell at Bath, Clive was offered the opportunity of becoming the first ever full time National English Rugby Coach. He has held that position since 1997. Under Clive's tutelage England played a brand of Rugby hitherto unseen in the Northern Hemisphere. In November 2003 he achieved his ultimate objective of seeing England crowned Rugby World Champions after a dramatic final against Australia. After a spell at Southampton FC, Sir Clive Woodward was appointed the new Director of Elite Performance at the British Olympic Association in 2006.

## Topics

- Leadership
- Motivation
- Sports
- Teamwork