



Rugby Football Union
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To RFU Council Members
CB Chairmen
CB Honorary Secretaries
CB Honorary Treasurers

21st March 2017

Dear Colleague,

CONSTITUENT BODY LEADERS PROGRAMME – ‘LEADERSHIP IN UNION’

After a very successful first year of the Leadership in Union programme, we are delighted to invite CB's to consider their nominations and applications for the 2017/18 Leadership in Union programme. Leadership in Union is a custom made leadership programme designed in consultation with CB's and delivered by Ashridge Executive Education to support the development of our future Constituent Body leaders.

Ashridge is consistently ranked among the best business schools in the world and has created a custom made Leadership Programme to enable our Constituent Body leaders to excel. The programme will offer candidates a fantastic opportunity to learn, reflect and develop for the benefit of rugby.

Who is the programme aimed at? Candidates will primarily be either aspiring CB officers who have been identified to move into senior leadership roles within their CB or club officers with a desire to be a future leader of the CB.

We received very positive feedback from CBs following the CB Leaders Conference that the theme of succession planning had clearly resonated among CB colleagues. It is therefore essential that CBs recognise the importance of active and meaningful succession planning and how it feeds this programme. If your CB would like to discuss this with another CB that are currently implementing succession planning then please let me know.

Effective leadership requires a diverse range of competencies, views, skills and experience. Rugby clubs, CBs and the RFU will all benefit from a greater diversity of views and by being

more representative of society at large. Therefore, it is advisable to be proactive in promoting diversity in our succession planning. By identifying talented and diverse volunteers who have the potential to fill senior roles, the CB will benefit from access to different thinking and perspectives in decision-making.

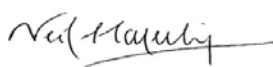
Up to 37 places are available this year. Please ensure that the following information is sent to: julietlafferty@rfu.com by **31st May 2017**:

- a) Their CV (including work, rugby & life experiences)
- b) A 500 word statement on why they should be selected and
- c) Written endorsement from an officer in a Constituent Body or club.

The enclosed Candidate Checklist gives an idea of the types of individuals we are looking for. Further details about the programme are included in the enclosed overview or can be gained by contacting Alex Thompson, Club Management & Governance Manager on 07894 489756 or at alexthompson@rfu.com.

Please take the opportunity to discuss your potential CB Leaders with your Area Manager who may be able to provide additional information, or indeed, may provide additional potential candidates.

Yours faithfully,



Neil Hagerty
Chairman Club Development Sub Committee



Simon Winman
Head of Club Development