



MANAGEMENT AND  
LEADERSHIP PROGRAMME

SPORT+  
RECREATION  
ALLIANCE

*Alliance Management and  
Leadership Programme*

“We are delighted to once again be offering our flagship Management and Leadership Programme to the sector to help enhance the skills and knowledge of those driving sport and recreation across the nation. Last year’s inaugural programme was a huge success, with 19 graduates leaving the course with a deeper understanding of their role and how they can add value to their organisation. With professional development and learning opportunities decreasing for many in what is now a largely hybrid world, there is a risk of a stagnating workforce resulting in a decline in skills and even a talent drain. Many organisations often have difficulty finding sufficient resources to support manager learning and development, and before we launched this programme last year, there was no single management course that offered a tailored programme of learning across core management functions for National Governing Bodies and sport and recreation bodies.

“Our programme is designed specifically for the sector, targeting the unique tools, techniques and skills you need to excel as senior leaders. It’s a person-centred, immersive learning programme that combines discussion with expert leaders, first-hand learning activities and experience sharing sessions with peers. Throughout the course, you will hear from some of the sector’s most outstanding people and have the opportunity to learn from those making an impact at the very top. We are here to help you become more resilient, connected, resolute and purposeful in your roles. In doing so, we hope to empower the next generation of leaders, helping to transform their lives, the organisations they work for and the communities in which they work with. It’ll be an amazing journey and we really look forward to you joining us.”

**Lisa Wainwright MBE**  
CEO, Sport and Recreation Alliance





# Nurturing the next generation of leaders

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*A sector-wide management and leadership programme helping to build a workforce equipped to lead, grow and sustain sport and recreation.*

The Sport and Recreation Alliance Management and Leadership Programme (AMLP) is designed to build managerial competence and confidence by enhancing leadership and management skills in the workforce. Evidence shows that investment in management potential through this programme has broader organisational impact, contributing to greater strategic input, improved team leadership and enhanced effectiveness and efficiency.

In addition, it can build a greater sense of purpose and cohesion, significantly improving collaboration and, as a result, the collective impact on a management team.

The programme is principally aimed at those who are currently in managerial roles who are looking to develop themselves and add value to their organisations.

Attendees will be given the tools, expertise and guidance to level-up their own performance and sponsoring organisations will see their employee(s) become more effective in their role.

Who is it for?  
All those whose role includes

- ☒ Leading a team beyond first-line management (i.e. managing people who manage others)
- ☒ Managing complex programmes and projects, delivering significantly impactful work
- ☒ Supervising groups and networks that fall under your management
- ☒ Coaching and developing existing employees helping them to meet personal and organisational goals

# What will you get out of AMLP?

The AMLP modules and sessions will be led by some of the sector's leading experts.

Partner organisations have been selected not only for their track record of expertise and excellence but also for their ability to apply leadership and management theory and practice in the context of a sports organisation.

In short, their understanding of the environment in which managers operate is a key factor in each participant's ability to apply what they learn with immediate effect.

One of the great strengths of AMLP is the inclusion of conversations with some of the most influential leaders in the sector.

Last year, the group heard the personal philosophies and professional journeys of inspirational leaders such as UK Sport CEO Sally Munday OBE, RFU Board member Genevieve Shore, and Team GB's first Paralympic rowing champion Helene Raynsford.

The management programme will also use a variety of delivery methods, including live workshops. The aim is to create an immersive and blended learning experience that enables participants to actively engage in each module and learn from one another, as well as providing a platform for each individual to lead conversations.



## Build a managerial workforce equipped to lead, grow and sustain sport:

	Outcome	How
Individual	Builds individual confidence, competence, resilience and effectiveness	In depth analysis of personal strengths leading to heightened awareness of how to maximise own performance
Team	Enhances team leadership and management	Explore, learn and refine management skills, techniques and knowledge for immediate application
Organisation	Creates organisational impact	Enhancing strategic insight, influencing and relationships
Sector	Establishes a peer support network that empowers participants and drives innovation	Enabling, encouraging and empowering participants to connect, lead and support each other

# Testimonials

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*It has been fantastic to take part in the Sport & Recreation Alliance's Management and Leadership Programme. Highlights have included everything from the importance and implementation of inclusive leadership, through to the development of presentation and communication skills in both a virtual and physical world. Beyond that, the opportunities to network and share ideas with the other course participants has been invaluable, each leaders in their own field and now part of a network for our future careers. It will be exciting to implement our new skills and techniques across the next stage of our professional development.*

”

GREG STURGE,  
DIRECTOR OF STRATEGY (EMEA)  
AT GAMEDAY



“

*The course has been a fantastic opportunity post the pandemic to come together with lots of different people across the sector and network and understand each other's environments. It's been fantastic to get a different context on how people are working at the moment and ultimately, the course itself has really enabled us to understand the skills around management and leadership, particularly managing our people, understanding our people, getting the best out of our people, and all the tools that are required to do that. One thing I'd say is that if anybody is looking for an opportunity to develop their skills within management and leadership, this is definitely a course I'd recommend for them.*

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KAREN ROBERTS, HEAD OF  
PERFORMANCE OPERATIONS AT  
BRITISH JUDO



# Organisational Sponsorship

AMLP aims to support individuals by enabling them to apply the skills from the programme to their unique working environments. This has greatest impact when the participant and their organisation invest in AMLP. By this, we mean organisational sponsorship whereby their line manager, or another senior leader, takes time to understand the participant's goals and development areas, and supports them on their journey through the programme. This will ensure the organisation itself can maximise its investment in AMLP. We see the organisation sponsorship role consisting of four key elements, outlined below:



## How you will learn

The programme will be delivered by a combination of virtual and in-person training with a two-day residential session to be delivered at the mid-point of the programme to enhance learning and provide increased peer support.

## What will the core programme content include?

This programme has been designed to blend leadership competencies with management skills and knowledge. It is not intended to replicate leadership development initiatives already available to the sector, but to offer specific support to individuals who may be responsible for a range of business and sporting functions.



# Programme Overview



## STRENGTHSCOPE

*Delivered by Steph Tranter*

*August - VIRTUAL*

Learners will begin the course by identifying their individual strengths and using them to help them feel more confident, more engaged with work and able to build better relationships with colleagues.



## RESIDENTIAL

*Monday 26 September– Tuesday 27 September*

The two-day residential will help foster connections between attendees and create a dynamic Management and Leadership Network that will last well beyond the final module of the programme.



## TRANSFORMATIONAL LEADERSHIP

*Delivered by Adrian Ruth*

*Friday 14 October - VIRTUAL*

With a focus on inspiring, leading and managing change, this unit will use theoretical frameworks to guide real-world practice, enabling managers to take on broader leadership responsibilities.



## PRESENCE AND PERCEPTION

*Delivered by Keith Daniell*

*Wednesday 2 November - VIRTUAL*

*Tuesday 15 and Wednesday 16 November - IN-PERSON*

This two-part session will help participants better understand their own presence and presentation style, enhance their communication skills, and give a greater understanding of engagement, perception and impact.



## BUILDING EMOTIONAL RESILIENCE

*Delivered by Steph Tranter*

*Thursday 1 December and Friday 9 December – VIRTUAL*

Through this module, participants will learn science-based practical strategies, tactics and tools to support mental, emotional and physical resilience in leaders, managers and teams.



## INNOVATION AND CREATIVITY AND COLLABORATION AND SOLO WORKING

*Delivered by Alan Oram*

*February - VIRTUAL*

Participants will feel empowered to draw on their creative skills and express themselves more creatively, as well as gain an understanding of the benefits of collaboration and solo working.





# Programme Overview



## UNDERSTANDING FINANCE

*Delivered by Chris Smith*

*February - IN-PERSON*

This session will take an in-depth look at budgeting, VAT and management accounts, exploring what they are, how they work and how they fit into the bigger picture of organisational planning



## MANAGING PEOPLE

*Delivered by Victoria Parsons*

*February - IN-PERSON*

Participants will leave this session as a more confident manager, having considered how to plan and manage difficult conversations and the various communication styles needed when leading a team or project.



## INCLUSIVE LEADERSHIP

*Delivered by Amanda Bennett*

*Monday 9 March - IN-PERSON*

This session will help attendees build an understanding of diversity and inclusion, and factors that prevent equal access, as well as personal biases and difference, and their impact in both work and sporting environments.



## GRADUATION

*Monday 9 March - IN-PERSON*

To celebrate the end of the course, all participants will be invited to a graduation ceremony to reconnect with other members of the cohort and raise a glass to mark the end of their learning journey.



A minimum of four 'In Conversation With...' sessions will also be included in a virtual format, giving you a chance to hear from sector leaders on how they drive success at the top. Dates, details and times will be confirmed in due course.

# Signing up to the Programme

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## Cost Breakdown

£2,999 EXC VAT  
(ALLIANCE MEMBER)

£3,499 EXC VAT  
(NON MEMBER)

- Training programme from September 2022 – March 2023
- 12 full days of dedicated immersive learning, delivered in a hybrid model
- Two-day residential trip designed to strengthen your skills
- Peer-to-peer support network
- Guidance and expert analysis from sector leaders
- Regular contact and support throughout the programme
- Early access to Alliance flagship leadership event in March 2023
- Become part of the AMLP alumni network



## Sign up today!

*If you are interested in applying for the programme, please complete [this survey](#). Please note, spaces are extremely limited.*



# Contact Us

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