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"Our duty is to inspire the nation"



The England rugby team were languishing in 10th place in the World ranking and had a succession of coaches who had never made an impact on the Performance of the squad at world class level.

When Clive Woodward was appointed, he had the vision to create a Winning environment both on and off the field, to establish England as world champions by 2003 in order to achieve the strategic intent of "Inspiring the Nation".

He asked Humphrey Walters to create this winning environment in all the areas behind the scenes. The concept was to make sure that the environment was world class off the field so that the team could perform to world class standards on the field.

The story of the use of business disciplines, attention to detail and the innovation that was behind the drive to build a world beating side, is a compelling story. People who run teams and organisations in competitive environments will relate easily to and learn from this story.

This is probably the first case where sport has responded to business principles and taken "The Business of Winning" to the ultimate success.

