



## Management & Leadership Lessons from Sport

BROUGHT  
TO YOU BY:



# Creating High Performance The **ALL BLACKS** Way



## An evening with Paul MacKinnon All Blacks High Performance Player Development Manager

Identifying and developing talent is key to the long term success of every organisation - be that in business or sport. High performing teams recognise that talent is critical to their competitiveness and is the heartbeat of their brand.

This is a unique opportunity to get the inside track to the development of the worlds best talent associated with one of the worlds most iconic brands – **The All Blacks**.

### Chose a venue near you

Thursday  
5th August

Portadown Rugby Club, 87 Bridge Street  
Portadown, Craigavon, BT63 5AR  
*Gary Longwell, High Performance Manager - Ulster Rugby*

Tuesday  
10th August

Ulster Rugby, Ravenhill Grounds  
85 Ravenhill Park, Belfast, BT6 0DG  
*Alistair Brown, Coach Development Manager - Ulster Rugby*

Thursday  
12th August

Ulster University (Coleraine) Rugby Club  
Staff Common Room, Cromore Road, Coleraine, BT52 1SA  
*Darryl Callaghan, Talent ID Officer - Ulster Rugby*

### Programme

6.15pm	Registration
6.30pm	Paul MacKinnon <i>plus</i> Q & A with rugby personalities & local business figures
7.15pm	Light refreshments & Networking
7.45pm	Close

### TICKETS ONLY

Ticket Price includes  
Light Refreshments  
*pay at the door*



*Pre-registration is essential, email [info@podiem.com](mailto:info@podiem.com)  
detailing name, organisation and which event you will attend*

# SPEAKER PROFILE

**PAUL MACKINNON** All Blacks High Performance Player Development Manager



## Creating High Performance – The **ALL BLACKS** Way



**Paul MacKinnon has one of the most prestigious and significant roles in world rugby.**

By bringing his sporting experience together with leading edge leadership and management practices, Paul ensures a steady stream of **high performing All Blacks.**

His innovative approach delivers high standards both on and off the pitch ensuring the All Blacks continue to be the leading Rugby force on the International stage. A successful team leads to a successful business. With a third successive IRB Junior World Championship (U20) in Argentina – the approach seems to be working.

Paul says *“It is an all year round campaign and represents a great example of integration both within and across the sport in New Zealand. It is not a quick fix or an overnight success - this has taken a few years hard work to achieve!”*

The initiative SMALL BLACKS to ALL BLACKS involves the development of both coaching structures and methods that are adopted by clubs at all levels including Super 14 players. He also works directly with managers and coaches to develop their skills and his leadership workshops have formed the basis of their quest for excellence. This is strategy in action, as it is largely focused on leadership, vision, communication and learning.

The approach is supported with analytical techniques for performance management and improvement. Paul insists *“This shows how good business management can be adopted to help us formulate our High Performance Team priorities for the year and really demonstrates to everyone how we all fit together to achieve our vision. We all know the strategy and each of us knows our goals, roles and responsibilities. It’s the same in any business and with the **All Blacks – we mean business!**”*

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### WHY YOU SHOULD ATTEND

- Hear how the best in the world plan to stay ahead of the game
- Learn how to develop a world class approach to developing talent
- Gain tips and insights for your team or your business
- Understand the link between building talent and building your brand
- Be inspired to Raise Your Game!

### WHO SHOULD ATTEND

- Sports Managers and Administrators
- Sports Coach's and players
- Business Owners and Managers
- People Development professionals

#### EVENT PARTNERS:



#### EVENT SUPPORTED BY:

