



Learning from Defeat

Wales received the ‘Wooden Spoon’ after losing against every team in the Six Nations. The NGB, Welsh Rugby Union (WRU) is performing a structural review to develop a new strategy which encompasses the “community and regional game” as well as “elite men’s and women’s game”.

The following are potential aspects of a strategy to improve the results of Welsh rugby teams:

1 - Invest in professional players & improving the ‘player experience’



2 - Invest/Hire new coaches



3 - Develop higher value commercial partners



5 - Invest in grassroots teams and structures

4 - Increase social and digital media engagement with supporters

Question - Do you think each of these would be effective in a long-term plan?

Task - Rank the aspects in terms of importance.