



John Fletcher
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A bit about me....

I joined Leading Edge with over 25 years' coaching experience, mainly in sport. I started out on my coaching career as a rugby Youth Development Officer in Northumberland. I then moved to Newcastle Falcons to head up the Academy and eventually became Director of Rugby. I sat on the board working closely with the Commercial and Finance Directors to help grow and develop Newcastle in order to compete both on and off the field with the other top English and European rugby clubs. After Newcastle, I moved to the RFU where I headed up the Performance Player Pathway working with elite players and coaches. There, I managed a multi-disciplinary team all working towards making the English Elite Player Pathway the best in the world. This was a great experience; however, it wasn't all about rugby. I spent time with organisations including Google, Manchester City FC, Nordic Skiing, Ajax FC, UK Sport and England Cricket to share experiences and knowledge about elite performance.

This journey has developed my fascination for all things 'coaching': the why, the what and the how. I am a co-director and co-founder of The Magic Academy and along with my fellow 'wizards' we aim to provide support, resources and challenges to coaches. We believe in supporting coaches to provide all players with an inspiring learning environment.

Outside of work, I am involved in a number of community initiatives in my native Northumberland. I have spent time as a Scout leader and I am junior chairman of the local cricket club. I currently work with the senior leadership team of Newcastle School for Boys.

I've worked with....

- The FA
- Jaguar Land Rover
- Countrywide
- Leadec
- Wickes
- Unlimited
- The Go-ahead Group
- Levi

Colleague View

"John has an outstanding ability to employ a 'questioning approach' to empower players to reach their highest goals. This is augmented with a culture of high support and challenge, creating a highly effective learning environment.

These skills are not deployed exclusively to players. The growth of his staffing team is central to his philosophy, and the manner in which he promotes equality in views and responsibility galvanises the people under his lead."

Client View

John has always encouraged me to be the best I can be, and to support the growth of young people. I can genuinely say that this has pushed me into roles with the England Senior Team that I had never imagined I would be in. John has always challenged my thinking, my practice and how this is improving the learning and outcome of those I work with. The challenge has not always been comfortable but for good reasons. As such I have become more confident to understand what I am saying/doing, challenge others and to believe in myself.

Credentials & Qualifications

- Level 4 Sports Coach
- RFU Level 3 Mentor
- Mindflick trainer/coach

"I have a Chief Scout's Award and Blue Peter badge."