

## Biography

I played professional rugby for 6 years, captaining England Rugby 7s. Upon retiring, I worked for UK Sport as a performance advisor supporting a number of Olympic sports before moving into coaching where for the past 15 years, I have worked with some of the best in high performance sport. I was head of the England Rugby Men's and Women's 7s programme for 7 years and coached the Great Britain Men's 7s at the Rio 2016 Olympics to a silver medal. I was also incredibly fortunate to be part of the UK Sport Elite Programme learning alongside world class coaches including Gareth Southgate and Mel Marshall. Then in 2020, I was made assistant coach to Eddie Jones helping the Senior England Rugby team win the 2020 6Nations. Currently I advise Japan rugby which gives me a fascinating insight into a culture that I have huge curiosity for.

Having been a leader, I now enjoy helping leaders and what really interests me, and what I feel is the key to successful team performance, is how people relate and connect to get the best out of both themselves and each other. As a relational coach I fundamentally believe in the coaches role being to 'help take someone where they want to go'. I love spending time with individuals and teams exploring not only where that place is but also why they want to go there. Then finally supporting them on their journey recognising their will be some twists and turns on the way.



## Simon Amor

### Team Coach

### Clients

- National Grid
- Mars

### Qualifications

MA Social & Political Science and Management – Cambridge University •  
MBA in Sports Management • RFU Level 4 Coach • UK Sport Elite Programme •  
Ashridge Masters in Executive Coaching [current]

## Colleague View

“Over 5 years, Simon offered a level of support and challenge that allowed me to grow continuously as a person and a practitioner. His timings, execution of questions and interactions were calculated, always knowing what and when to deliver. Simon had a sixth sense of how the team were coping within the high pressure environment in which we worked and had a unique ability to ‘pull us all together’ for when it mattered most.”

## Client View

“I’ve found my conversations with Simon extremely productive and helpful. His insight, coming from a different field of expertise, has been interesting and valuable to me as I work through the myriad of challenges that go along with managing a large team. By introducing me to new ideas and asking sometimes difficult questions, I feel that Simon’s input has been a huge benefit to my work.”



[Watch Simon's YouTube Video](#)