

INTEGRATING MENS & WOMENS ELITE
RUGBY 7s PROGRAMMES

SIMON AMOR

HEAD OF ENGLAND 7s &
TEAM GB MENS 7s HEAD COACH



HSBC WORLD RUGBY SEVENS SERIES 2020



WORLD RUGBY™
 HSBC
 SEVENS SERIES

DATE

5–6 OCT, 2019

5–7 DEC, 2019

13–15 DEC, 2019

25–26 JAN, 2020

1–2 FEB, 2020

29 FEB–1 MAR, 2020

7–8 MAR, 2020

3–5 APR, 2020

11–12 APR, 2020

2–3 MAY, 2020

23–24 MAY, 2020

30–31 MAY, 2020

LOCATION

GLENDALE 

Dubai  

Cape Town  

HAMILTON  

SYDNEY  

LOS ANGELES 

VANCOUVER 

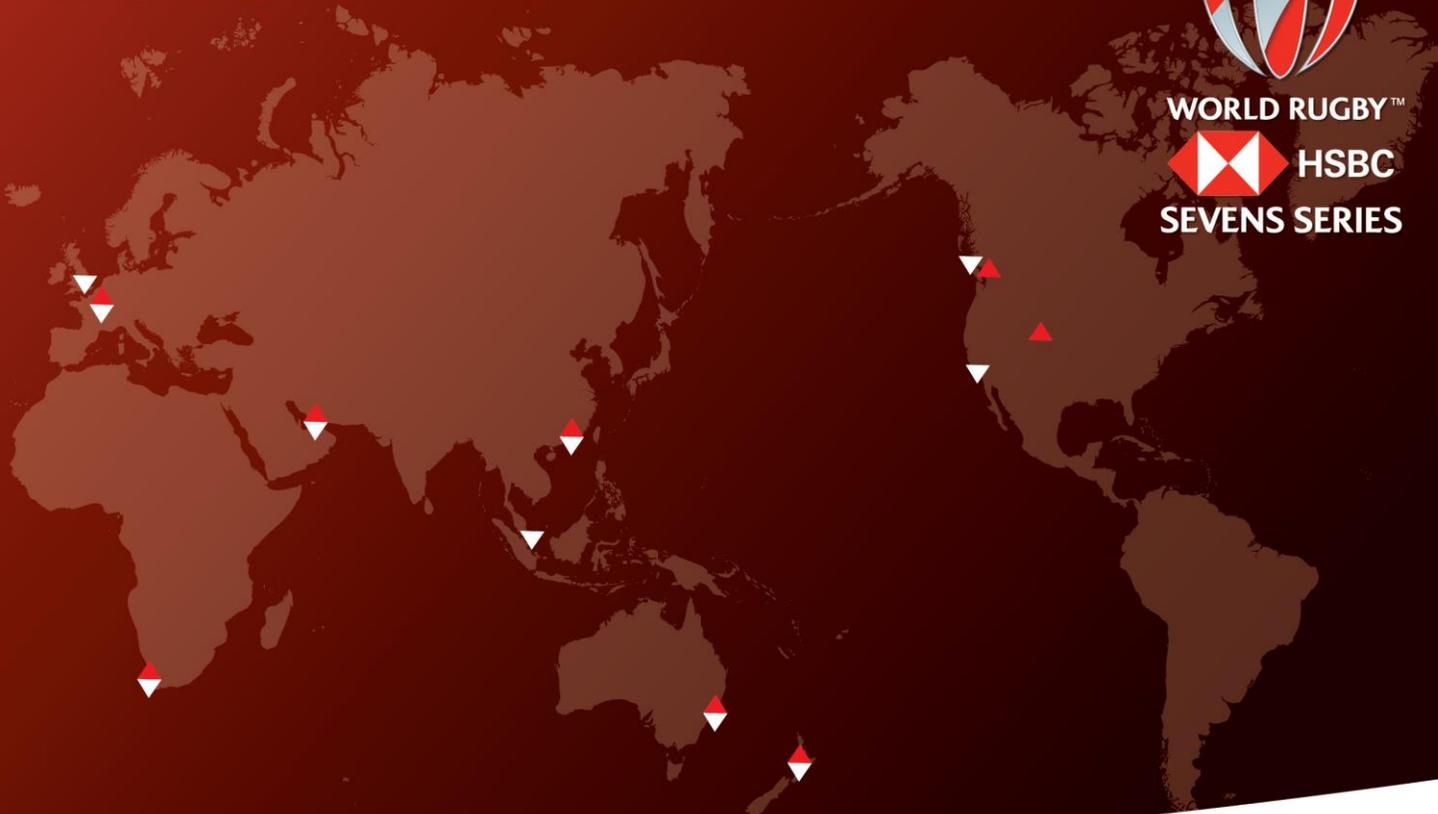
HONG KONG  

Singapore 

LANGFORD 

LONDON 

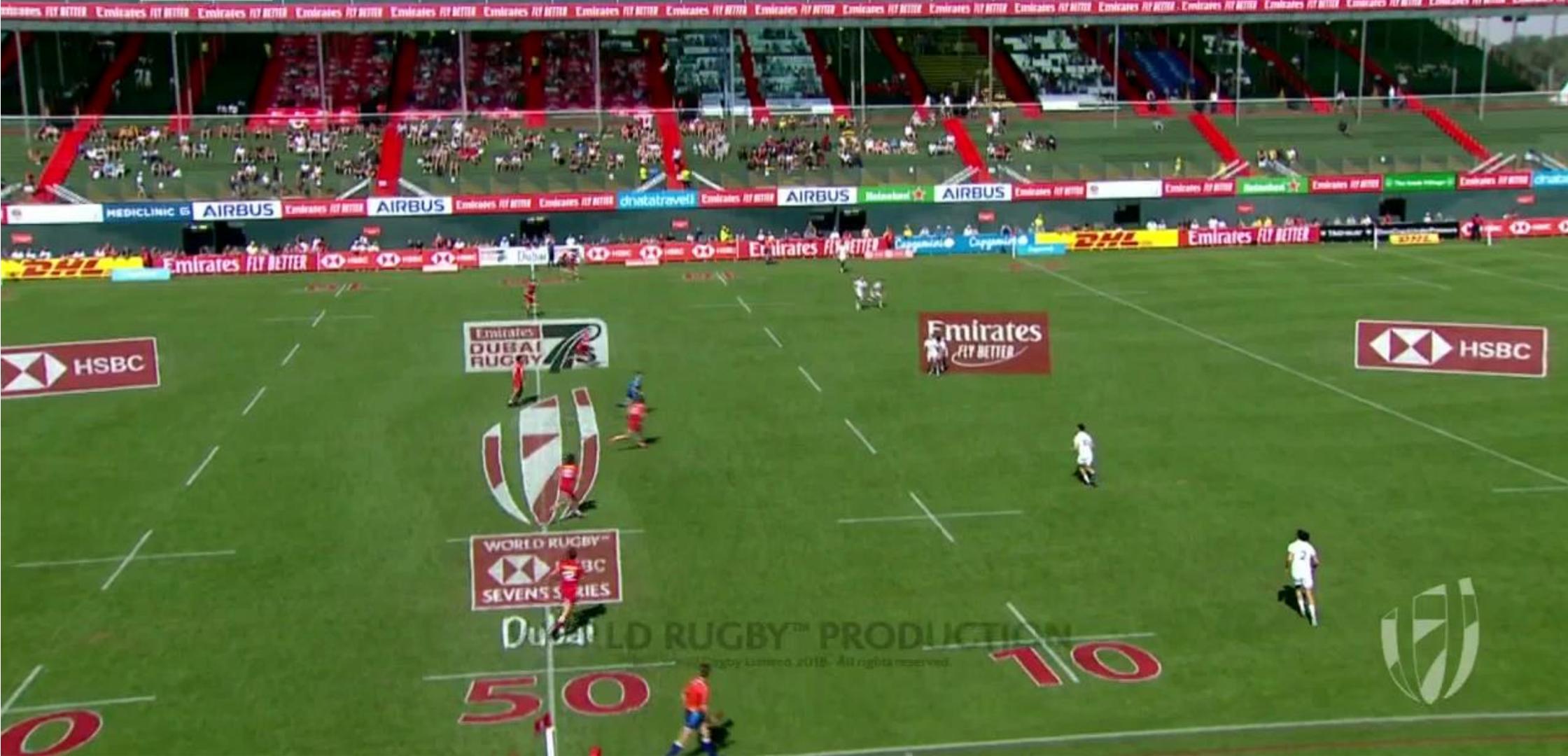
PARIS  



@WorldRugby7s



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7s DATA

	MEN	WOMEN
HEIGHT	5'9" to 6'4"	5'5" to 6'0"
WEIGHT	80kg to 107kg	65kg to 85kg
MAX SPEED	37km/hour	33km/hour

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TOTAL DISTANCE	Up to 10km	Up to 8.5km
HIGH SPEED METRES (5m/Second)	Up to 2.5km	Up to 1.9km
CHANGE OF DIRECTIONS	Up to 250	Up to 200

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CHANGE OF DIRECTIONS	Up to 250	Up to 200
PASSES	Up to 70	Up to 40
CARRIES	Up to 25	Up to 15
TACKLES	Up to 25	Up to 25
BREAKDOWN	Up to 25	Up to 20

WHY INTEGRATE?

- Specialised Rugby Invasion Game
- Combined Events
- Shared Learning
- Cost Efficiencies

HOW INTEGRATED

VISION CLARITY – Worlds Best 7s Programme

EMPATHY – Understanding the Individual

SPEED – Balance to keep people on the bus

COLLABORATION – Staff commitment

CARE - Trust



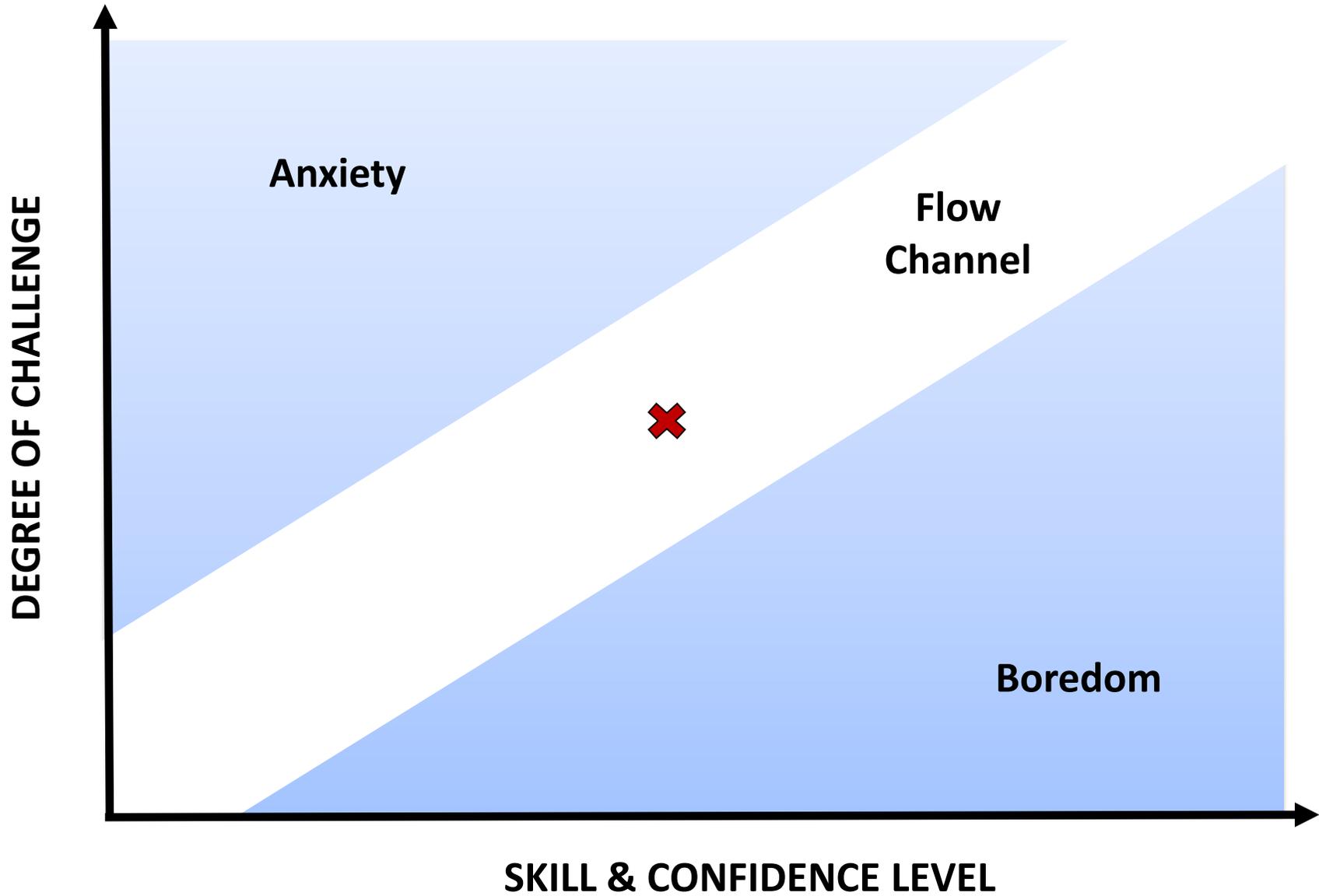
CHALLENGES

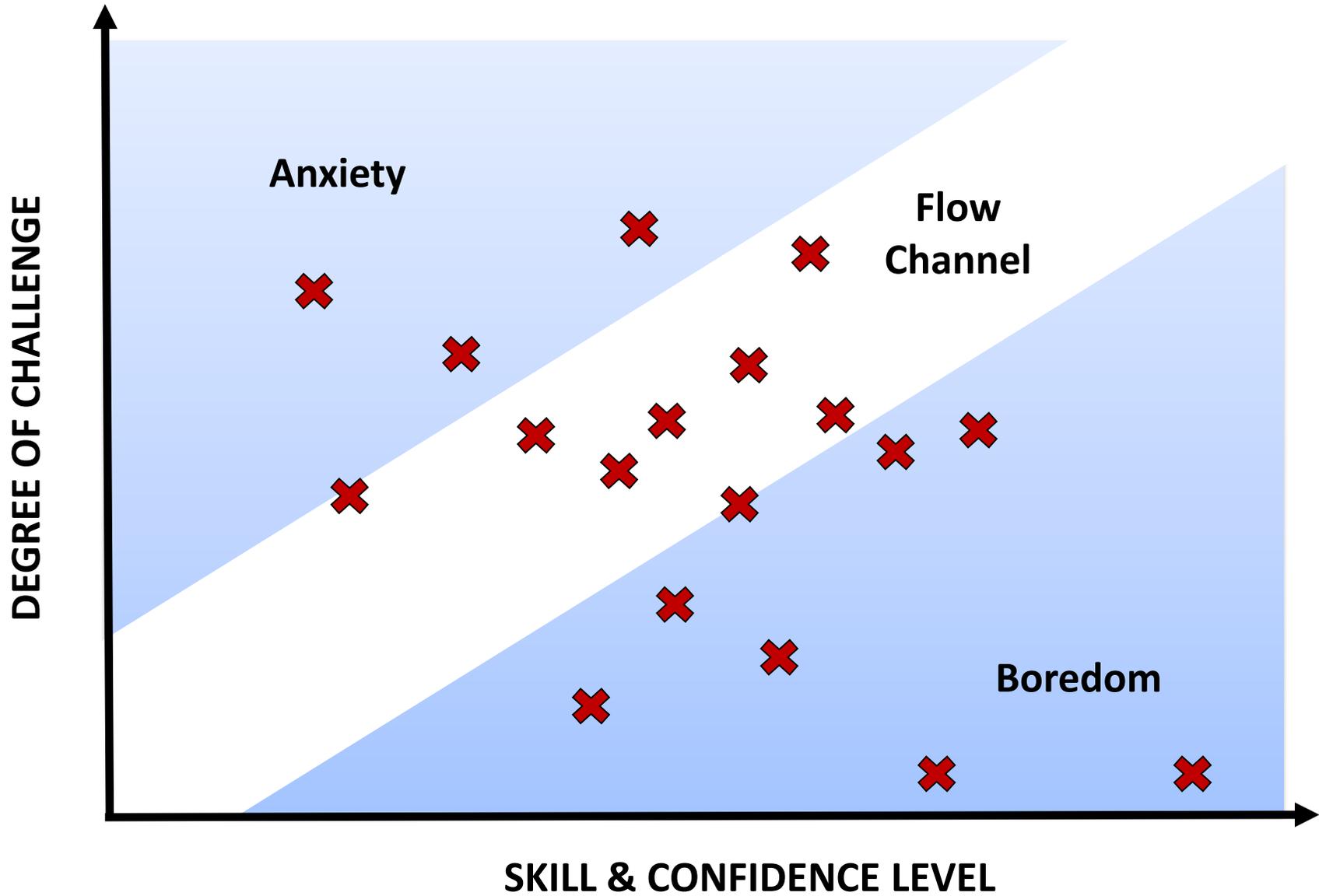
MEN

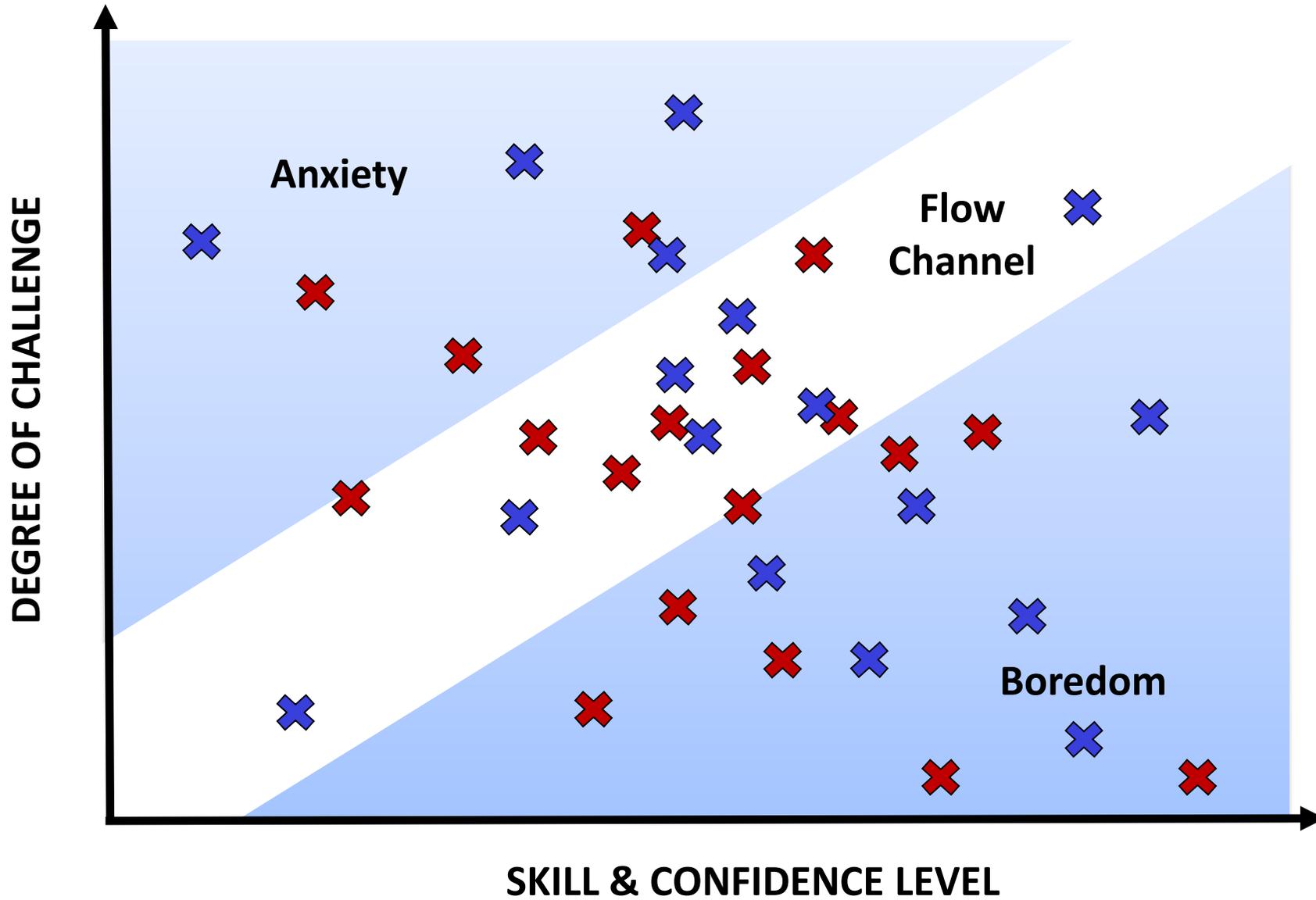
- Age Range 18-33
- 0 to 90 tournaments (Half squad 40+)
- Silver 2018 World Cup
- Lensbury for 5+ years

WOMEN

- Youngest squad on World Series
- Least experience (avg less than 10)
- 9th 2018 World Cup







OPPORTUNITY - DIVERSITY

“Female athletes will often request to explore the rationale behind coaching decisions more than male athletes often wanting to be involved in the decision-making process.”

WHY?

1 2 3 4 5 6 7 8 9 10

NOT AT ALL  ESSENTIAL

QUESTION	STATEMENT	SCORE
1	Want to be understood as a person as well as a performer by the coach	
2	Want a coach to understand that there needs to be a balance between sport and outside life	
3	Do not always want the coach involved in the athlete's life outside sport	
4	Role of coach should change with age of the athlete	
5	Want the coach to be approachable and to discuss personal aspects of their life that may impact performance	
6	Coach is a guide and mentor rather than authority	
7	Guidance from coach but some input/control by athlete themselves	
8	Consistent and frequent communication from the coach	
9	Positive communication and encouragement from the coach and be a source of motivation	
10	The coach should understand their own gender is significant	
11	The coach should understand the gender of their athlete is significant	

12. For you personally what is it most important for a coach to provide? (Optional)

Please write answer here

RESULTS

- Minimal difference between men & women
- Greater difference between age groups

What is most important for a coach to provide?

- Open, Honest & Frequent Feedback
- Positive, Encouragement, Support & Guidance
- Freedom to express yourself

LESSONS LEARNED

Know Your Athletes – People & Performers

- Emotional
- Cognitive
- Resilience

Know Yourself

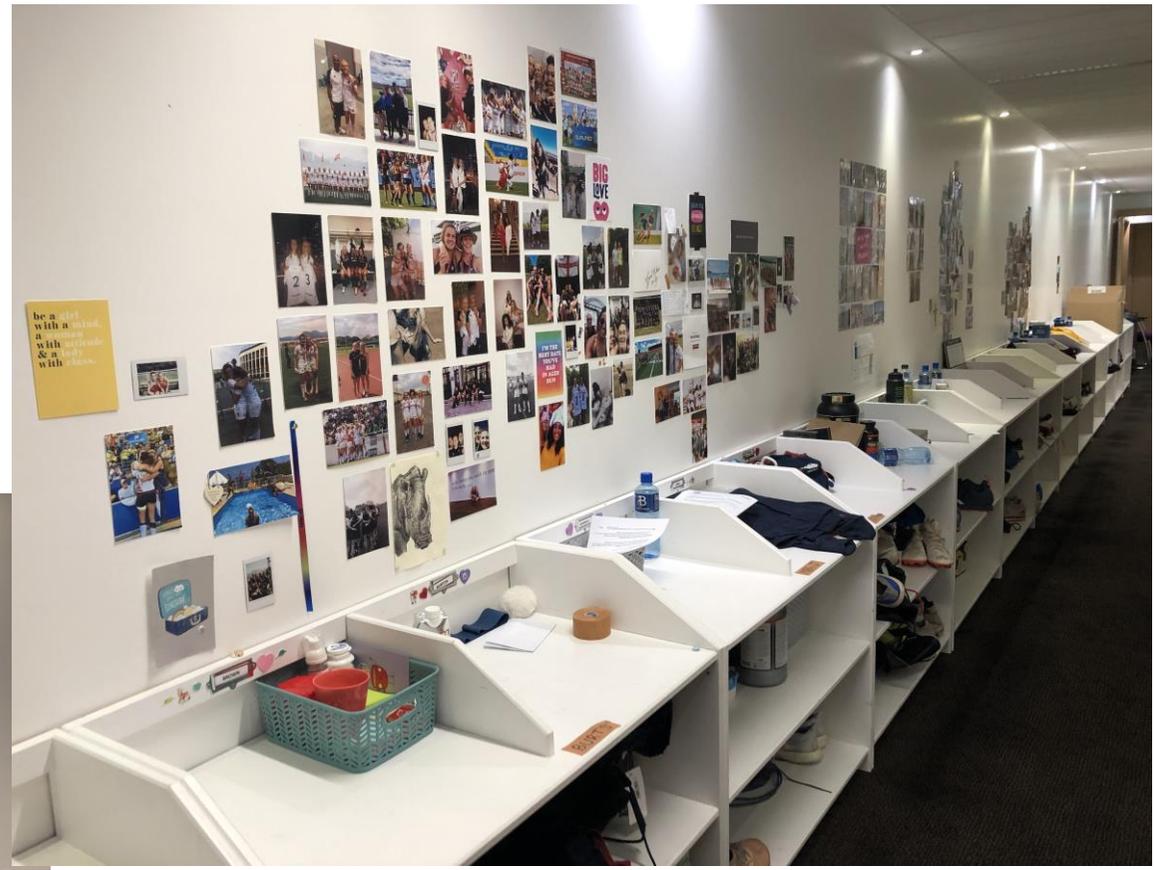
- Coach Cams (7-38-55 rule)
- Reflections

Gender or Generation?

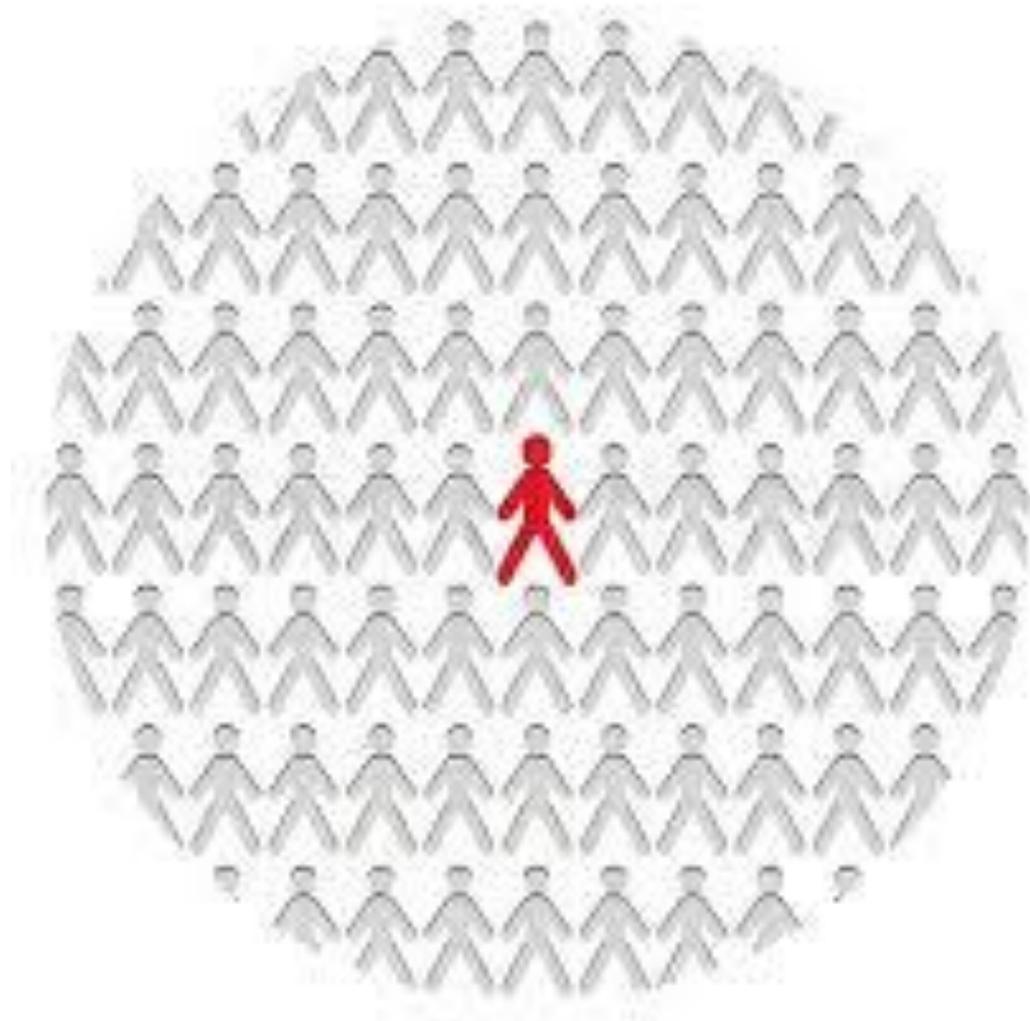
- Fairness
- Collectivism & Individualism



CULTURE & ENVIRONMENT



CULTURE & ENVIRONMENT



LESSONS LEARNED

Open discussions – athletes, staff, programme...

