

Winning Insights from Sport and Business in Wales

Engage for Success and co-sponsors Cardiff Metropolitan University started a research project into the links between engagement in the world of sport and business.

This landmark three-year project, endorsed by the National Assembly for Wales, seeks to address the question, **‘What can business leaders and sport leaders in Wales learn from each other to create and sustain performance, wellbeing, and engagement?’**.

The project will bring Welsh sport and business closer together, providing insight into high performing teams in each. This ground-breaking piece of research will create opportunities to learn from each other and the findings will have implications for the Welsh economy and beyond.

Background to the project

Effective leadership is vital for peak performance and engagement in high-performance environments like sport and business. Recent academic research papers have also cited the impact of leadership on employee wellbeing. The similarities between successful leaders in sport and business are often quoted, but until now these links have only been in one direction (sport to business) and usually anecdotal.

The research is using a mixed-methods approach, split into three stages.

1. Interviews with leaders from high-performance Welsh businesses and sport teams
2. Targeted analysis of leadership and its influence on engagement, performance, and wellbeing
3. Interviews with the wider leadership to gain a detailed explanation of the analysis findings

Here’s the timetable of what’s happening

2017 to 2018

This year the selected leaders are taking part in a series of interviews, providing insight into best practice, processes, and the techniques used to drive performance, wellbeing, and engagement across their organisations.

The framework for the interviews has been based on the common traits found in high performing organisations (which Engage for Success call [the four enablers of employee engagement](#)). The results will provide a benchmark of the engagement factors and we will showcase best practice in Wales.

2018 to 2020

Businesses and sporting teams from the first year will be invited to be part of an ongoing case study:

- Stage 1: Targeted statistical analysis of leadership and its influence upon performance, wellbeing, and engagement
- Stage 2: In-depth interviews with the wider leadership (managers, coaches, support staff and players) to fully understand the reasons behind the numbers

If you would like to find out more, please visit the [Wales Thought and Action Group web page](#).