

# Chris Cracknell

Team Coach



## Experienced in working with

- › DHL
- › Skylark
- › Belgium Rugby
- › PWC
- › HSBC
- › Heathrow
- › Lenovo

## Qualifications

- › Olympic Gold with Fiji 7s 2016
- › England Rugby 7s Captain
- › 2x world series with Fiji 7s Team

Chris has had incredible opportunities to work with outstanding teams throughout his career. As a professional Rugby player and Coach for 20 years, he played for renowned clubs such as Bath and Exeter Chiefs, represented the England 7s Team at World Cups and Commonwealth Games, and coached the Fiji 7s team to Olympic gold in 2016. Additionally, he has contributed to the development of Rugby programs in the USA, China, and currently oversees 7s Rugby in Belgium.

Chris's coaching philosophy is deeply shaped by his experiences across diverse cultures, enriched by knowledge and skills gathered from around the globe. In Fiji, he played a pivotal role in expanding the women's Rugby program from 150 to 1,800 players, culminating in a bronze medal at the 2020 Tokyo Olympics.

**His unique journey highlights leadership, teamwork, and resilience. Sports represents the value of tenacity to Chris —turning setbacks into opportunities for growth, a principle he now applies in business coaching.**

## Client View

*"Over the past year we have been through a tumultuous period with a significant restructure having taken place. The problems we had were the rebuilding of our culture following the process.*

*Chris was able to draw out the parallel business cases between his Olympic experience and the rebuilding of our culture. The biggest support Chris has shown has been personal coaching to me. He challenges my thought process, ensuring I consider the impact of my decisions, the accuracy of my rhetoric and the way in which I want to portray myself within the commercial team."*

## Colleague View

*"Chris's story about coaching Fiji to their first-ever Olympic gold medal is incredible—it has to be heard to be believed! He's an inspiring speaker who brilliantly uses insights and stories from his journey to help teams and individuals on their own high-performance journeys"*