

This event will explore how the key attributes required to be successful at the highest level are always the same – rooted in a deep hunger to achieve, a culture of teamwork, dedication, commitment, honesty, humility, attention to detail provide the basis of any advancement.

Leo Cullen, Anne O’Leary and Brian Cody are all synonymous with success. Each in their own field have tasted the sweet flavour of achievement and all know that these moments are built on many hours of unseen and often thankless work.

What is it, then, that enables such success? How can you lead others to continually work towards a sometimes unseen goal? What is it that helps you maintain the hunger so necessary for success today?

Our speakers will discuss this topic from a business and sporting viewpoint, providing key insights into the simple principles that maintain a hunger for success in those moments when no one is watching and only your best effort will do.

ST KIERAN’S COLLEGE and KILKENNY COUNTY GAA DEVELOPMENT PROGRAMME
Booking tel **056 7753628** email dublinevent@lessonsforleaders.ie

Dublin

7 February 2020

INTERCONTINENTAL HOTEL DUBLIN

LEADERSHIP IN SPORT
LESSONS FOR BUSINESS

www.lessonsforleaders.ie

in association with

newstalk

**MORGAN
McKINLEY** 
— GO BEYOND —


Timoney LEADERSHIP
INSTITUTE
Advanced Leadership Programme

LEO CULLEN

IRISH RUGBY COACH

Having played rugby at the highest level with Leinster and Ireland Leo Cullen has led Leinster Rugby in Management since his appointment in 2015. As a player Leo took the lead role of captaincy and in 2012 became the first person to captain a team to three Heineken Cup victories. His skills as a leader are well recognised and his attention to detail, immense integrity and unbelievable work ethic helped ensure continued success. In 2018 Leo became the first person to win the top European trophy as a player and then a manager.



ANNE O'LEARY

CEO VODAFONE IRELAND

Having held senior positions in BT Ireland and Esat Telecom since her appointment as CEO of Vodafone Ireland in 2013, Anne has led innovative investment in Ireland's telecommunications infrastructure. Overseeing SIRO, a €450m in the roll out of high speed fibre broadband across Ireland in conjunction with the ESB, Anne champions wellbeing and diversity in the workplace and has spearheaded Vodafone securing a position as one of Ireland's top ten Great Places to Work and achieving the Business Working Responsibly mark.



BRIAN CODY

KILKENNY SENIOR HURLING MANAGER

Now confirmed for an unparalleled 22nd Season as Kilkenny Manager and seen by all as the most successful hurling team manager in the modern sporting era, Brian will explore the key values that underpin the relentless hunger for success that made Kilkenny such a competitive force leading to eight out of ten All-Irelands and yet still wanting more.



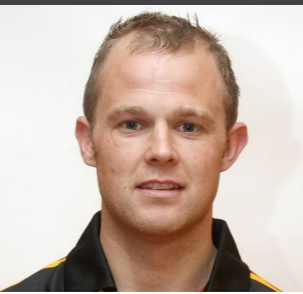
event HOST

PAT KENNY
Newstalk



panel HOST

TOMMY WALSH
Kilkenny

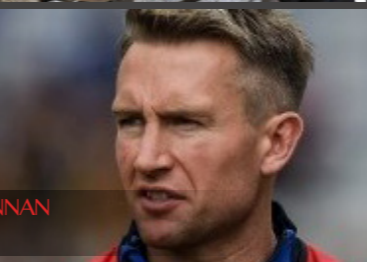


PANEL speakers

AIDAN FOGARTY
Kilkenny



EDDIE BRENNAN
Kilkenny



JJ DELANEY
Kilkenny



LEADERSHIP IN SPORT LESSONS FOR BUSINESS

7 FEBRUARY 2020

INTERCONTINENTAL HOTEL DUBLIN

12.30pm-1pm Registration

1.00-2.30pm Welcome and Lunch

2.35pm Lessons for Business

LEO CULLEN Having played rugby at the highest level with Leinster and Ireland Leo Cullen has led Leinster Rugby in Management since his appointment in 2015. As a player Leo took the lead role of captaincy and in 2012 became the first person to captain a team to three Heineken Cup victories. His skills as a leader are well recognised and his attention to detail, immense integrity and unbelievable work ethic helped ensure continued success. In 2018 Leo became the first person to win the top European trophy as a player and then a manager.

2.50pm Lessons for Business

ANNE O'LEARY Having held senior positions in BT Ireland and Esat Telecom since her appointment as CEO of Vodafone Ireland in 2013, Anne has led innovative investment in Ireland's telecommunications infrastructure. Overseeing SIRO, a €450m in the roll out of high speed fibre broadband across Ireland in conjunction with the ESB, Anne champions wellbeing and diversity in the workplace and has spearheaded Vodafone securing a position as one of Ireland's top ten Great Places to Work and achieving the Business Working Responsibly mark.

3.05pm Value driven goals

BRIAN CODY Now confirmed for an unparalleled 22nd Season as Kilkenny Manager and seen by all as the most successful hurling team manager in the modern sporting era, Brian will explore the key values that underpin the relentless hunger for success that made Kilkenny such a competitive force leading to eight out of ten All-Irelands and yet still wanting more.

3.35pm Maintain the Hunger - A Panel Discussion

TOMMY WALSH leads a discussion with **AIDAN FOGARTY**, **EDDIE BRENNAN** and **JJ DELANEY**. No victory is easily won - players and panels must diligently and repeatedly, and often at the cost of personal sacrifice, put in the thankless hours of unseen preparation in the hope of someday tasting success. Our panel will explore what it is that feeds the hunger, that insatiable appetite necessary to compete in the modern game. What is it that can keep an entire dressing room focused on a singular goal?