

PRAXIS

SPORTS COLLEGE



A LIVE FOOTBALL INDUSTRY CEO SIMULATION

The *Management* Game

Three days in the CEO's seat.

LEARN · LEAD · TRANSFORM

INSIDE THE PREMISE · WHO THIS IS FOR · A GLOBAL GAME · THE FOUR
PATHWAYS · WHAT THE GAME TESTS · THE THREE DAYS · WHAT YOU
LEAVE WITH · MEET THE TEAM · FROM THE ROOM · IN THE BOARDROOM
· DISCUSS A PROGRAMME

PROSPECTUS

*Executive judgement, tested in the arena of the football industry
and built to travel back to any sector you lead in.*

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Praxis Sports College is a practitioner-led centre for executive education. We place leaders inside the command structure of a professional football club to test their judgement in an environment of absolute public consequence.

The British football industry runs like a high-stakes operational theatre. We run the *decision simulation* that puts you inside it, led by practitioners who have held the seat.

This is the view from the boardroom rather than the touchline: the decisions a football CEO makes behind the scenes, where the real pressure lives. Praxis Sports College places leaders inside the command structure of a professional football club to test their judgement in an environment of absolute public consequence.

THE ARENA, NOT THE SUBJECT

You don't need to work in football to belong in the room. The industry is our backdrop rather than our subject, chosen because it compresses the pressures every senior leader faces into three observable days: crisis command, pressurised decisions, strategy, finance, operations, media and people. The judgement you build is deliberately generalisable; it travels back to whatever sector or boardroom you lead in.

WHY NOW, AND WHY IT TRANSFERS

As AI makes answers instant, the scarce skill is judgement exercised live, under real pressure and in front of people; it cannot be prompted or outsourced. British football simply concentrates that pressure better than anywhere: one of the UK's biggest global exports and the most-watched league on earth, growing fastest in exactly the markets our cohorts come from.

189

COUNTRIES BROADCAST

~900m

HOMES ABLE TO WATCH

1.87bn

WEEKLY FOLLOWERS

SOURCE: PREMIER LEAGUE GLOBAL AUDIENCE DATA. FIGURES INDICATIVE; CONFIRM AGAINST LATEST PREMIER LEAGUE RELEASE BEFORE PRINT.

Built Into Your Programme

The Management Game is built for the people who commission leadership development, as much as for those who take it. We deliver it as an assessed module inside the programmes that universities and corporate learning teams already run, shaped to your cohort and badged to your outcomes.



UNIVERSITIES & BUSINESS SCHOOLS

EMBA · MBA · EXECUTIVE EDUCATION

For directors of EMBA, MBA and executive-education programmes, in the UK and especially across Asia, seeking a credit-bearing, live-assessed capstone that sharpens judgement in a way case studies cannot. It slots into your curriculum and is marked by a C-suite panel.



CORPORATE L&D & HR

LEADERSHIP PIPELINES · COACHING TEAMS

For heads of learning, talent and coaching in large organisations who need to test and stretch senior leaders on crisis command, pressurised decisions and stakeholder management, giving your high-potentials an experience they will remember long after a classroom module fades.



SPORTS & INVESTMENT ORGANISATIONS

BOARDS · DELEGATIONS

Also open to boards, investors and delegations who want a direct, insider read on how the British football model is led and governed.

HOW WE WORK WITH YOU

Tell us your cohort and outcomes; we design the scenarios, faculty and assessment around them, then deliver in the UK or in-country. One methodology, shaped to your programme and never off the shelf.

2007

DELIVERED GLOBALLY
SINCE

90%+

PARTICIPANT
SATISFACTION

500+

LEADERS THROUGH THE
GAME

Your Markets

From the Gulf to Tokyo, Singapore, Bangkok and Hanoi, the British game is followed, invested in and debated daily, and the leadership pressures it concentrates travel just as far.

Southeast Asia follows the Premier League with rare intensity: eight regional markets broadcast all 380 matches a season, audiences are rising double-digits year on year, and roughly half of fans in Indonesia and Thailand watch regularly. The Gulf's involvement runs deeper still: clubs including **Manchester City** and **Newcastle United** now sit under Gulf ownership, and the Middle East is the League's second-largest broadcast market worldwide. These are the governance, finance and stakeholder pressures our cohorts already live with, made observable in a single room.

DUBAI

TOKYO

SINGAPORE

BANGKOK

HANOI

£6.5bn

INTERNATIONAL
BROADCAST RIGHTS,
2025-28, NOW EXCEEDING
UK DOMESTIC

34%

OF GLOBAL FOLLOWERS
GAINED IN THE LAST FOUR
YEARS ALONE

#2

MENA • THE LEAGUE'S
2ND-LARGEST BROADCAST
MARKET WORLDWIDE

WHY IT LANDS IN THE ROOM

State ownership, sovereign investment, regulatory scrutiny, media pressure and cross-border stakeholders are no longer distant case studies for our cohorts; they are the daily texture of the leagues and clubs they follow at home. The Management Game takes that familiarity and turns it into a controlled arena: with the same pressures and consequences, played out where they can be tested and learned from.

SOURCES: PREMIER LEAGUE 2025-28 BROADCAST RIGHTS CYCLE; PREMIER LEAGUE GLOBAL AUDIENCE ANALYSIS, 2024.

The Four Pathways

One methodology, delivered four ways. Choose the route that fits your programme, from a credit-bearing academic capstone to a bespoke board-level deep dive.

ACADEMIC

MBA / Executive MBA Credit

Rigorous immersion for global MBA and EMBA cohorts, assessed for academic credit and focused on governance, finance and strategy under pressure. A credit-bearing capstone that integrates with your curriculum and is marked live by a C-suite panel.

3-5 DAYS / UK · CREDIT-BEARING

PROFESSIONAL

Aspiring Executives

For leaders outside the industry. Transferable skills in crisis command, stakeholder management and decisions taken on incomplete information: pressures that translate directly to any high-consequence sector.

INTENSIVE SEMINAR · SECTOR-AGNOSTIC

GLOBAL

International Study

A deep dive into the British football model for international delegations, universities and study-abroad programmes, using the world's most global league as a live case in brand, governance and growth.

UK / IN-COUNTRY · DELEGATIONS WELCOME

CUSTOM

Corporate Deep Dive

Bespoke simulation for leadership teams and boards who want the pressure of a matchday without the consequences of one. Scenarios built around your sector, your risks and the calls your leaders actually face.

SENIOR LEADERSHIP · FULLY BESPOKE

Six Pressures. One Room.

Every session loads one of the six pressures a senior leader must hold at once. They are the same pressures, whatever the sector.



STRATEGY



FINANCE



CRISIS



MEDIA



PEOPLE



GOVERNANCE



Sessions run inside the boardrooms of professional football stadia in the UK, the real rooms where these calls are made, not a classroom mock-up.

The Three Days

01 FOUNDATIONS & TEAM FORMATION

DAY ONE

09:30

EXECUTIVE WELCOME & OBJECTIVES

Briefing and rules of play; teams appoint their Managing Director.

10:15

THE INDUSTRY & LEADING A CLUB

How a modern club really works: revenue, stakeholders and pressures.

11:30

EXECUTIVE / MANAGER FIRESIDE

A leader who has held the seat on how decisions are really made.

13:45

FINANCE & FOOTBALL AT BOARD LEVEL

Read a balance sheet; PSR / FFP limits and the cost of ambition.

15:30

PLAYER & SQUAD RELATIONS

A live case: a squad decision with competing sporting and financial demands.

Eve

MANAGEMENT GAME: ROUND ONE

The simulation begins over dinner: the first interlocking decisions.

02 EXPERT TALKS & ESCALATING CRISIS

DAY TWO

09:30

STRATEGY, OWNERSHIP VISION & DECISIONS

Direction from the top: ownership models and the trade-offs behind every call.

11:00

OPERATIONS, GOVERNANCE & LEGAL

Matchday ops, compliance and the legal exposure behind every board decision.

14:45

COMMUNICATIONS & NEGOTIATIONS

Owning the message under scrutiny; a live contract negotiation under pressure.

Eve

DINNER AT AN EXCLUSIVE LONDON CLUB

Round Two unfolds, and a live crisis breaks mid-dinner.

A SPECIMEN SHAPE

Timings are indicative and the programme flexes to your cohort: a 5-day intensive or 2-3 day modules, up to 80% on-site, in the UK or in-country. Day Three, the assessed finale, is overleaf.

Day Three

03 FINALE, MEDIA & MATCHDAY

DAY THREE

09:00 MEDIA RELATIONS AT EXECUTIVE LEVEL

Message discipline and hostile questions, in preparation for the conference to come.

09:30 GAME FINALE & BOARD DEFENCE

The assessed centrepiece: present and defend your decisions to a panel, in a TV-studio boardroom.

12:00 ON-CAMERA MEDIA CONFERENCE

Take the podium for a live press conference, then review the playback.

14:30 LIVE FOOTBALL MATCHDAY

Observe a live matchday through a leadership lens, from executive hospitality.

17:30 WRAP-UP, REFLECTION & PRIZES

Full debrief, individual reflection, and the prize for the winning team and MD.



What You Leave With

Tangible, portable outcomes: the part AI cannot fake, and the part your programme can point to.

01

A DECISION DEFENDED LIVE

A real board decision made, defended and recorded under scrutiny, not a written answer.

02

ON-CAMERA MEDIA PERFORMANCE

A reviewed press-conference performance, with playback and honest feedback.

03

A PERSONALISED DEBRIEF

Individual leadership feedback from practitioners who have held the seat.

04

ACADEMIC CREDIT

Assessed and credit-bearing on MBA / EMBA pathways where required.

ASSESSED LIVE: THE PART AI CANNOT FAKE

Enhanced employability and executive-level confidence, evidenced by performance in the room rather than a submitted document. If AI could pass it, it wouldn't be assessing leadership.

Meet the Team

The Game is designed, led and assessed by people who have run clubs, leagues and campuses, not lectured about them from the outside.



DR ROGER LEVERMORE

CO-FOUNDER & PROGRAMME LEAD

An international academic leader whose career spans university leadership, executive education and research across Europe and Asia, with a career-long commitment to experiential learning. He spent 2001–2012 at the University of Liverpool Management School, teaching across undergraduate, postgraduate and MBA programmes and serving as a programme director for eleven years, where he helped create and deliver the Management Game and won university-wide teaching awards, including 2007 recognition for that work. In 2012 he moved to Asia: first to the Hong Kong University of Science and Technology (HKUST), working with MBA and executive cohorts, then the Chinese University of Hong Kong. In 2019 he became Dean of the School of Management at the Asian Institute of Technology (AIT) in Bangkok, and later Vice President for New Business Development. A widely published scholar in strategy, leadership, decision-making, ESG and the business of sport, he believes management is learned by doing: through simulation, live cases and real decisions with real consequences.



NEIL DONCASTER

GROUP CHIEF EXECUTIVE, SPFL

One of the most experienced senior executives in professional football, with 25+ years at club, league, national and European level. A qualified solicitor, he joined Norwich City FC in 1997 and became Chief Executive in 2001, aged 31, leading the club for eight years, growing its commercial and community base and returning it to the Premier League. He became Chief Executive of the Scottish Premier League in 2009 and the first Chief Executive of the SPFL on its 2013 formation, where he is now Group Chief Executive. He has served on the boards of the EFL, The FA, the Scottish FA and European Leagues, the only person to have sat on the boards of both the English and Scottish FAs, and has also held roles within UEFA. He is an Executive in Residence at Liverpool's Centre for Sports Business and has delivered executive education to football and sports leaders around the world. He co-founded the Management Game over 20 years ago; more than 500 students and executives have now passed through it, giving Neil the rare perspective of someone who has both made football's hardest decisions and taught others how to make them.

Meet the Team



PROFESSOR PHILIP WILSON

CHAIR, BURNLEY FOOTBALL CLUB COMMUNITY TRUST

Chair of Burnley Football Club Community Trust, which he founded in 2013 and has grown into an award-winning organisation that is now the blueprint for Premier League and Football League club trusts, supporting 30,000 individuals per annum. An entrepreneur and senior education leader, he has become a builder of pioneering specialist universities. After completing the Football Industries MBA at Liverpool with Distinction, he was a founding member, Provost and CEO of UCFB (the University Campus of Football Business), growing it from Burnley's Turf Moor to Wembley Stadium and Manchester's Etihad Campus, with an international relationship with Real Madrid, between 2010 and 2017. He went on to lead Condé Nast's global education operation and to serve as Group CEO (Academic) of Global University Systems, before founding the University Campus of Esports at London's Queen Elizabeth Olympic Park, where he is Founder and Executive Chair. His wider work has included the Quality Assurance Agency, the Advisory Committee on Degree Awarding Powers and the British esports sector, making him one of very few leaders to have built two pioneering specialist universities, first in football business and then in esports. He was the Chair of a Paralympic NGB for the Tokyo cycle.

ONE SHARED CONVICTION

All three members of the team share one belief: leadership is learned by doing. Education works best when it connects academic rigour with industry, experience and real consequence, which is exactly what the Management Game delivers.

INDIVIDUAL SESSIONS ALSO FEATURE SERVING CLUB EXECUTIVES, JOURNALISTS AND ADVISERS AS GUEST VOICES.

From the Room

A FACULTY VIEW

“Participants quickly discover that effective leadership is not simply about choosing the right option, but about aligning teams, communicating clearly, and managing the consequences of those decisions. It remains one of the most effective experiential approaches I have seen for developing practical executive capability.”

PROFESSOR PHILIP WILSON · FOUNDER & EXECUTIVE CHAIR, UNIVERSITY CAMPUS OF ESPORTS

“By operating within a senior leadership team, I was pushed to move past a narrow functional focus. Effective strategy lies beyond analysis — in collective alignment and sound intuition.”

Nathan Meade

Director, APAC Retention & Growth, WGSN

“Leadership effectiveness is often defined not by the decision itself, but by how it is explained, coordinated and executed across an organisation.”

Nic Barbato

Senior executive, commercial strategy & stakeholder leadership

“Simulating CEO decision-making was one of the most practical parts of my programme. It sharpened how I approach trade-offs and helped me distil what really matters.”

Leia Wang

International business professional; AI policy & VC research

“One of the most memorable parts of my MBA — it pushed me beyond theory to think on my feet.”

Ajin Abraham

Co-founder, PLUS Sports & Entertainment (ex-City Football Group)

“What made the experience particularly valuable was how it highlighted the importance of coordination and communication across functions — not just the quality of the decision itself.”

Garret Phelan

International media & commercial strategy executive

In the Boardroom

Not the touchline, the boardroom. Sessions run inside the real command rooms of UK football stadia, where the calls that shape a club are actually made.



THE REAL ROOMS

Directors' boardrooms and executive suites inside professional grounds: the authentic setting, not a hotel conference suite.

THE REAL PRESSURE

Live crises, media scrutiny and a board to answer to: the texture of the CEO's job, compressed into three days.

TAKE THE NEXT STEP

Discuss a Programme

Tell us your cohort and your objectives, and we will shape the simulation around them.

WHAT HAPPENS NEXT

1

ENQUIRE

Tell us your cohort, preferred dates and goals.

2

DESIGN

We shape the scenarios, faculty and assessment around them.

3

DELIVER

Three days in the UK, and a debrief you take home.



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Scan to explore pathways, dates and enquiries.

TAKING PART AS AN INDIVIDUAL?

If you'd like to take part personally, register your interest at praxisportscollege.co.uk and we'll be in touch as open cohorts launch.

Bring us your cohort, whether an EMBA or MBA class, a corporate leadership pipeline, a board or an international delegation, and we will build the room around them.

*Three days. Six pressures. One decision defended live, on
the record, in front of people who have held the seat.*

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