



unitar

United Nations
Institute for Training and Research

Executive Diploma in Sport Leadership

VSI EXECUTIVE
EDUCATION



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Leaving a Legacy



Key outcomes include:

- Expanding your understanding of [international diplomacy, law, and global governance](#), and how these shape institutional decision-making.
- Building confidence in working with [AI as an integrated partner](#) in strategy, performance, and design.
- Applying [scientific and behavioral insights](#) to build, sustain, and renew high-performing teams.
- Developing the ability to [navigate complexity and uncertainty](#) with clarity and confidence.
- Strengthening your capacity to move across [public, private, and multi-jurisdictional sport environments](#).



This programme is not just about new tools or knowledge; it is about developing the leader as a thinker and practitioner. You will evolve into someone who can make sense of complexity, act responsibly, and design for long-term impact. The true value lies not only in the curriculum, but in the shift in identity, the expansion of capability, and the elevation of perspective it brings.

Do you want to be the type of leader the next decade will need, rather than the type of leader the last decade produced?

Bringing together academic, political, economic, and scientific insights, this programme is designed for leaders who understand that the future of sport will be shaped by those who can think systemically and act with purpose.



This diploma offers a development route for those ready to shape the future of sport. It recognises that today's senior sport executives face a world defined by rapid innovation, complex regulation, and the demand for sustainable value creation; all requiring a deeper level of leadership capability than we have historically asked for.

The programme creates an environment where vision meets practical strategy, where new intelligence aligns with human judgement, and where leadership development is grounded in real-world consequence.



Are you prepared to build a legacy that leads, or a legacy that follows?

Course Delivery & Roadmap



Geneva Global Perspective & Leadership Context

Begin in Geneva; where global sport, law, and diplomacy converge. Build fluency in the governance and political structures shaping world sport.

Online Intelligence & Capability Development

Engage in live online sessions exploring how AI reshapes decision-making, human advantage, and performance leadership.

Manchester High Performance & Team leadership

Conclude in Manchester; the home of performance excellence. Translate learning into practice and master the art of building winning teams.



WEEK 1:

Join us in Geneva for an intensive two-day summit at the intersection of sport, politics, and diplomacy. You'll strengthen your grasp of international law, see how mega-events influence national agendas, and gain frontline geopolitical insight at UNITAR, grounding your leadership in the forces shaping global sport.

2-day summit in Geneva

WEEKS 2 - 4:

Across three online sessions, explore how AI is transforming sport and leadership. You'll learn where AI is already accelerating strategic decisions, the human skills needed to stay competitive, and how leading organisations ensure AI enhances, rather than replaces, people.

Online Workshops

WEEK 5:

Finish in Manchester with two focused days on world-class performance. We'll examine the DNA of champions, how winning teams are built, and the behaviours that drive consistent success. All designed to give you a clear blueprint to elevate your own leadership and take the sport industry forward.

2-day summit in Manchester

Welcome to Geneva



This collaboration brings together UNITAR's global perspective and expertise in diplomacy with the applied industry experience of VSI and the academic strength of UCFB. Together, we create a leadership development environment where sport is developed as a global system. This is where future sport leaders gain the capability, perspective and responsibility required to influence the direction of world sport

Two-day Summit in Geneva

The purpose of the two-day summit in Geneva is to situate participants inside the global context in which modern sport now operates. Geneva is where the political, legal and diplomatic dimensions of international sport converge, and understanding this environment is central to leading sport responsibly and effectively at scale. Across these two days participants will build fluency in international law and sports diplomacy, explore how mega sporting events shape long term legacy and national development, and gain direct exposure inside one of the world's leading sport institutions. This experience is designed to expand perspective, strengthen judgement and anchor leadership development within the real geopolitical architecture that sits behind global sport.

International Law and Sports Diplomacy

This session introduces the legal and political frameworks that govern global sport and shape the boundaries within which leaders must operate. Participants will develop the awareness and literacy to navigate complex multi-jurisdictional environments, and understand how strategic diplomacy and legal fluency underpin safe, credible and influential leadership in international sport.

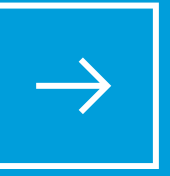
Inside Global Sport: Institutional Immersion

This session gives participants direct exposure inside one of the leading institutions of world sport. The purpose is to situate learning inside real context rather than abstraction. Being physically inside this environment enables leaders to observe how influence operates, how decisions are shaped, and how governance manifests in practice, anchoring the entire programme within lived institutional reality.

Mega Events and Long Term Legacy Design

This module examines how global sporting events impact nations, communities and system development far beyond the event itself. The focus is on legacy as a strategic design discipline rather than a marketing narrative. Participants will explore how mega events can become platform interventions for sustainable growth, political cooperation, economic regeneration and global progress.





Online Workshops

Session 1: Artificial Intelligence and the New Decision Frontier

This session explores how AI is already transforming the quality, speed and accuracy of strategic decision making in sport. Participants will examine current capability, emerging application and the implications for leadership judgement as AI becomes a permanent intelligence partner inside high performance environments.

Session 2: Building Human Advantage in an AI World

This session focuses on how leaders develop themselves and their organisations to remain competitively relevant in a world where AI will become ubiquitous. We will examine how capability, adaptability and intelligent adoption will separate those who thrive from those who are displaced by those who use AI better.

Session 3: Integrating AI and Human Systems for High Performance

This session explores how high performing organisations create environments where AI enhances human thinking rather than replaces it. Participants will work on how to design psychologically safe, collaborative cultures where specialists and generalists can align around shared purpose while using AI as a multiplier of human potential.

Welcome to Manchester

Two-day Summit in Manchester

The purpose of this two-day summit is to place participants inside a live developmental environment where the science and practice of building winning teams can be understood at depth, experienced in context and translated into their own leadership reality. It is designed to move beyond theory and into the real craft of sustainable performance: how teams are constructed, how they are aligned, how they are developed, and how they continue to win over time. This is where leaders learn how to steward environments that can deliver success repeatedly. Across the two days we'll cover;

The DNA Champions

Examine what makes winning teams structurally different at identity level. Work on the deeper patterns, characteristics and conditions that repeatedly show up in organisations and teams who win over time rather than once.

The Power of Collective Cohesion

Focus on why teams who win sustainably do so together rather than through isolated brilliance. We will explore trust, shared purpose, clarity of role and the mechanics of collective interdependence as the foundation of durable advantage.

The Winning Formula: Designing for Consistent Success

Study the elements that turn momentary performance into repeatable competitive capability and learn how to design systems that hold standards, enable adaptability and produce outcomes reliably.

Building the Champion Cast

Can you deliberately build a team from the inside out, rather than accumulate talent passively? Here we'll explore how to recruit, shape, protect and align the profiles required to create a genuine championship culture.



The Edge Equation

See why marginal differences separate those who are competitive from those who consistently outperform. We will explore advantage creation, intelligent risk, behavioural discipline and strategic resilience as critical differentiators.

From Potential to Performance

Examine the process of developing talent so that it generates results. We will work on the progression journey, performance scaffolding, and the leadership behaviors required to help individuals move into capability they previously did not think possible.

The Archetypes of a High-Performing Team

This module identifies the essential archetypal roles that elite teams require to function at both pace and depth. We explore how different cognitive, psychological and technical profiles must combine, complement and counterbalance to produce sustainable team intelligence.

Igniting and Sustaining High Performance

Our final session focuses on the ongoing craft of keeping high performing teams alive, energised and evolving. We examine how standards are held, how identity is reinforced, and how to continuously fuel the conditions that enables high performance thrive.



Who is this Course for?



- 01** Executives within multi-sport National Governing Bodies.
- 02** Politicians with ambitions to create sporting legacy from events staged in their countries;
- 03** Executives in local and national governments who want to understand how the power of sport generates economic growth, and the power of national and international diplomacy;
- 04** Executives within privately owned sports organizations and clubs;
- 05** Leaders wanting to understanding cutting edge governance and compliance in global sport;
- 06** Leaders of innovation and change with responsibility for capitalizing on the AI revolution.

In Collaboration with...

Msc. Sports Directorship



To find out more about the diploma and how to apply check: [Executive Diploma in Sport Leadership](#)

