





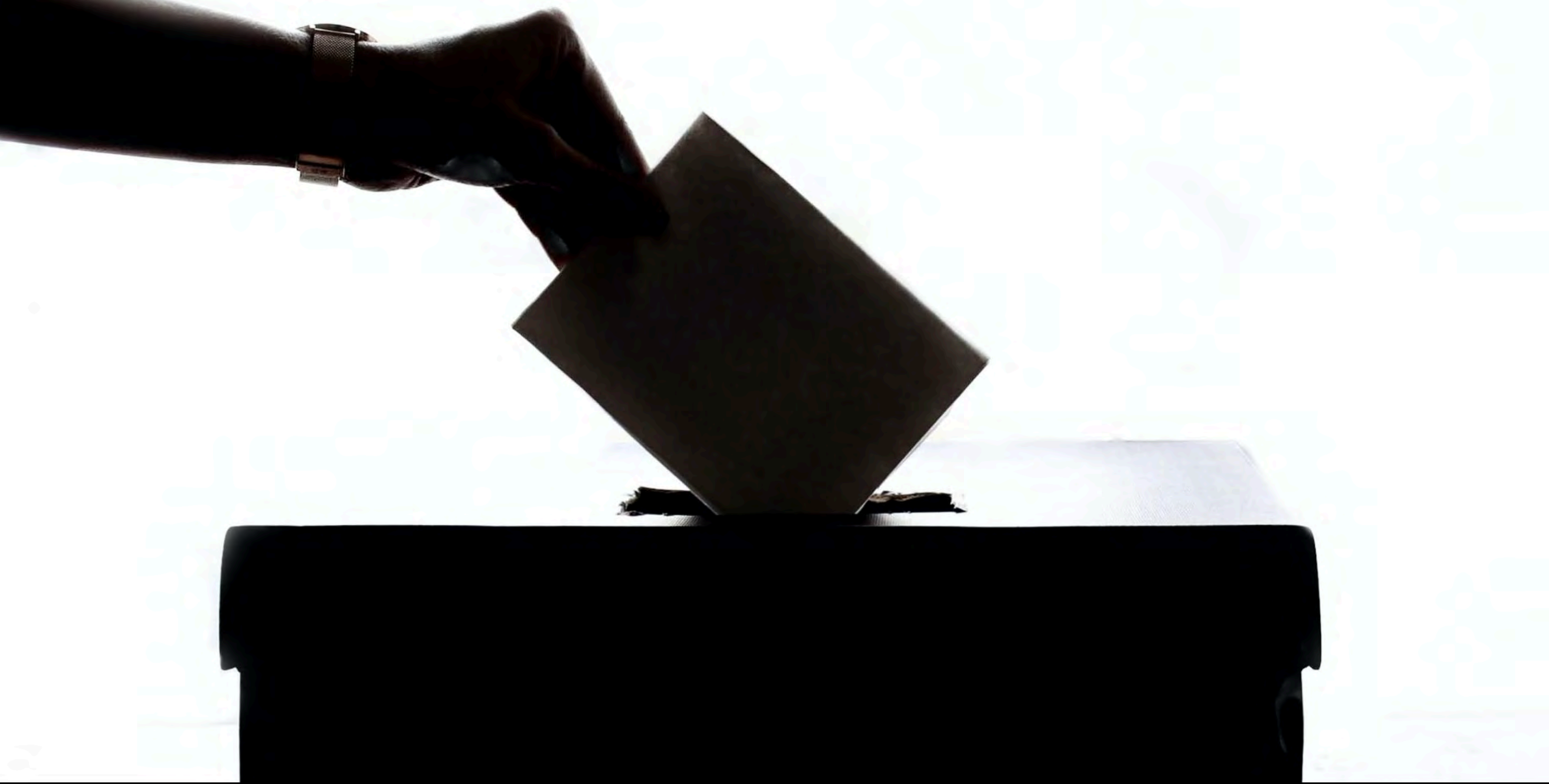
TACTICS & STRATEGIES: UNFREEZING



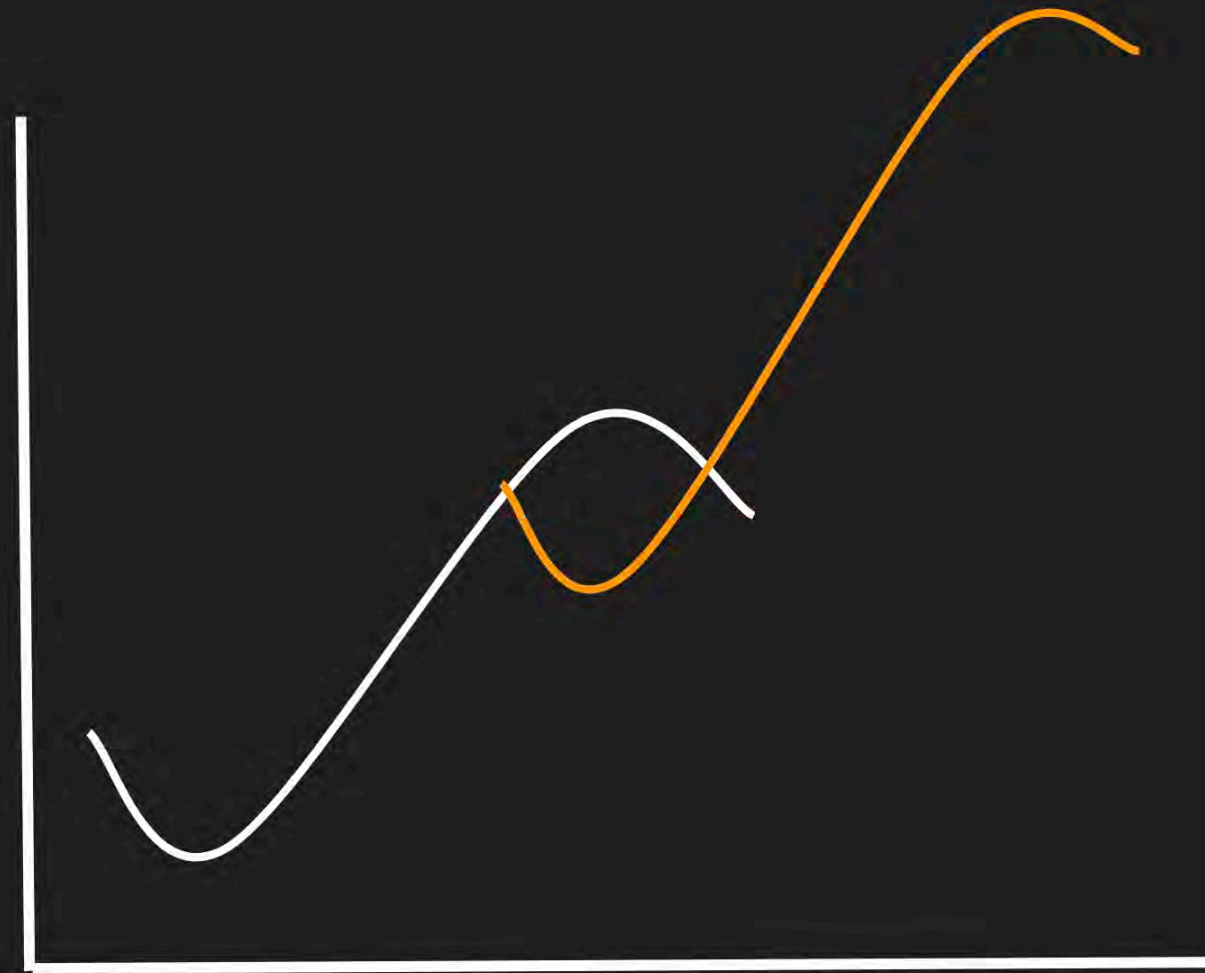
CHANGING

Looking for new ways of doing things
and selecting a promising approach.

Kurt Lewin, 1951 (Art of Coaching, 2019)







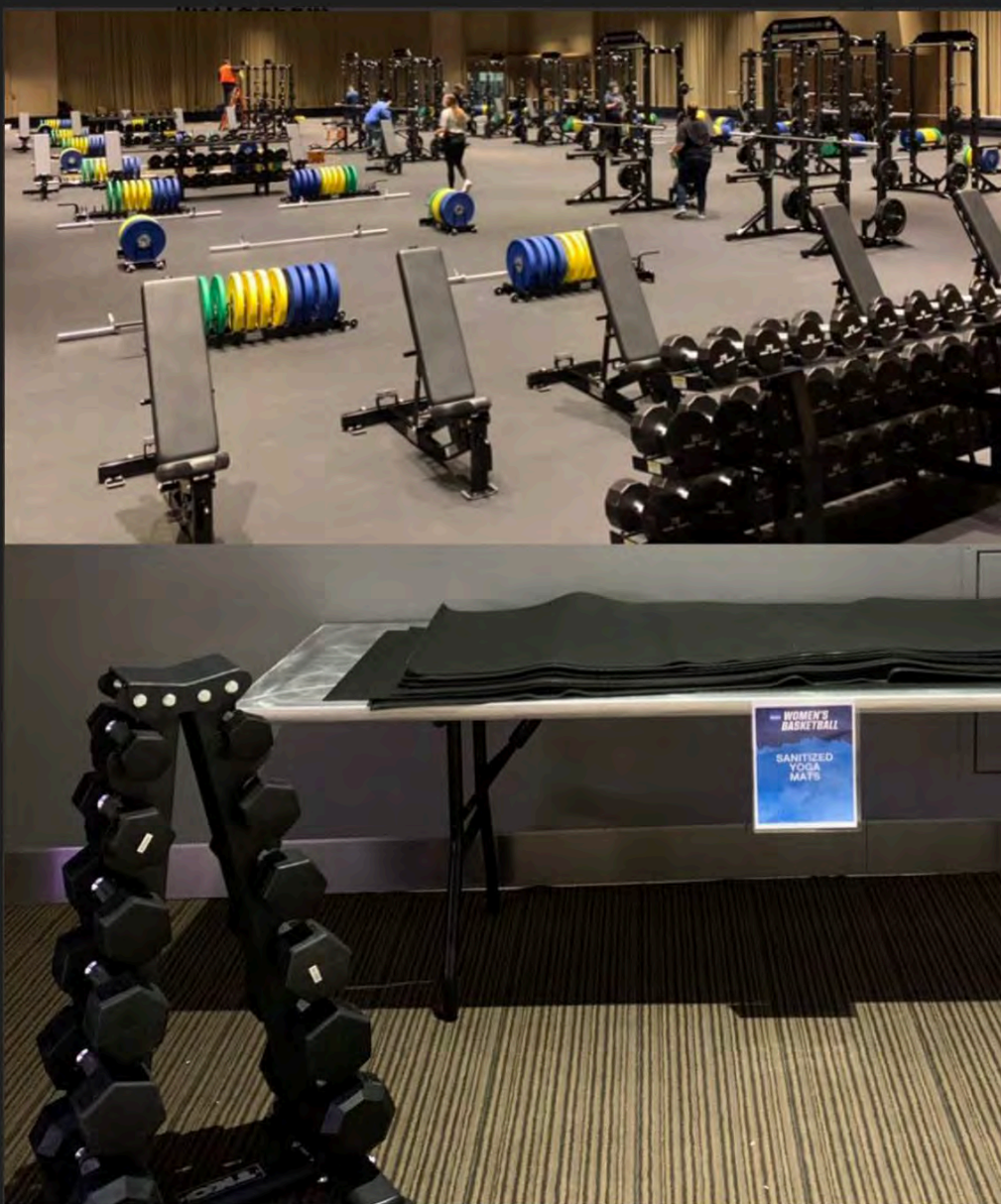
“When you’re at
the top of your
game, **change
your game.**”

- James Kerr, 2013 (Legacy)

If it ain't broke, break it.







kershner.ali



kershner.ali Not usually one for this type of post but this deserves attention.

This is the NCAA Men's Basketball tournament vs. Women's Basketball tournament bubble set up.

@ncaawbb @ncaa @marchmadness this needs to be addressed. These women want and deserve to be given the same opportunities.

Not only that - 3 weeks in a bubble and no access to DBs above 30's until the sweet 16?

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MARCH 18



TACTICS & STRATEGIES: CHANGING





“REFREEZING”?

A new approach is implemented
& established.

Kurt Lewin, 1951 (Art of Coaching, 2019)





COACHING (redefined)

- Predates sport: Kocs, Hungary
- As a vehicle: “coach”
- Tutors: getting students from A to B
- Ubiquitous synonym for leader

van Nieuwerburgh & Allaho (2017)

TACTICS & STRATEGIES: REFREEZING?

A work in progress...



So what?



You don't have
to leave your job to evolve.



Stubborn

on
Vision

Flexible

on
Details.



Chaos = Clarity

Thank you!



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