



SOME NBA LEARNINGS ABOUT

Sustaining Success

My definition of success for today's conversation:



100% of the room
stay awake



1/2 of the room are
mildly entertained
by NBA photos



1/3 of the room are
inspired to reflect
on their role in
sustaining their
own success

A little about me....the unlikely pathway.



A little more about me....

- First woman to lead an NBA Performance Team
- Two NBA Championship titles
- NBA Executive
- Witness to some the brightest and shortest flames on the planet



NBA Athletes: a case study in "failing" to sustain success.

- Only the top 1.2% of all the top collegiate and international athletes who are eligible to enter the draft make it into the NBA.
- Average time in the league is 4.5 years
- **What made you successful at the start of your career isn't enough to keep you successful in the future!**
- **What made you a successful individual at the start of your career may be a road block to being a successful team mate in the future??**



The idea:
Early Success
can be a risk to
our Future
Success.



There are things OUTSIDE our control that risk future success.....




DRAFT 2021
Presented by  **State Farm**

ROUND 1

1		CADE CUNNINGHAM	11		JAMES BOOKNIGHT	21		KEON JOHNSON
2		JALEN GREEN	12		JOSHUA PRIMO	22		ISAIAH JACKSON
3		EVAN MOBLEY	13		CHRIS DUARTE	23		USMAN GARUBA
4		SCOTTIE BARNES	14		MOSES MOODY	24		JOSH CHRISTOPHER
5		JALEN SOBBS	15		COREY KISPERT	25		QUENTIN GRIMES
6		JOSH GIDDEY	16		ALPEREN SENDUN	26		NA'ASHON HYLAND
7		JONATHAN KUMINGA	17		TREY MURPHY	27		CAMERON THOMAS
8		FRANZ WAGNER	18		TRE MANN	28		JADEN SPRINGER
9		DAVID MITCHELL	19		KAI JONES	29		DAY'RON SHARPE
10		ZHAIRE WILLIAMS	20		JALEN JOHNSON	30		SANTI ALDAMA



.....all the more important we uncover the things INSIDE our control.

The construct:
ID'ing Early
Success Styles
reduces their
impact on our
Future Success
(by allowing for
targeted
growth).



The Construct: Early Success Styles



The Lottery Winner



The Work Horse



The Wagon Hitcher





The Lottery Winner



- “accidental success”, genetic phenoms, right time/right place
- Little understanding of how their success was achieved
- Little understanding of why team mates aren't achieving like them

Benefits in a team:

Everyone can benefit from their phenomenal abilities

Their abilities can be aspirational and inspirational to others

Future Risks to success:

If they under perform they don't have a map to recreate past performances

They can be less than awesome team mates due to their lack of empathy

They can be “frightened” by hard work as success wasn't hard fought initially



The Work Horse



- Obsessive, singularly minded, “the grinder”
- Can become disgruntled by the success of others that “haven’t done the work”
- Can become disillusioned when team mates don’t agree to their plan

Benefits in a team:

Their work ethic can be contagious

They have a clear map of how they achieved to date

Future Risks to success:

They can struggle to be good team mates if disgruntled/disillusioned

In an unstructured environment they can become isolated, disenfranchised & rigid against new ideas



The Wagon Hitcher



- Skilled at recognizing the talents of others and creating alignment with the “right people”
- High EQ, connects well with team mates
- Prefer relationship building to the grind

Benefits in a team

Can be good team mates, acting as social glue

Future Risks to success:

In an unstructured or unhealthy culture they can become manipulative and divisive

They can be struggle to own their part of a poor performance

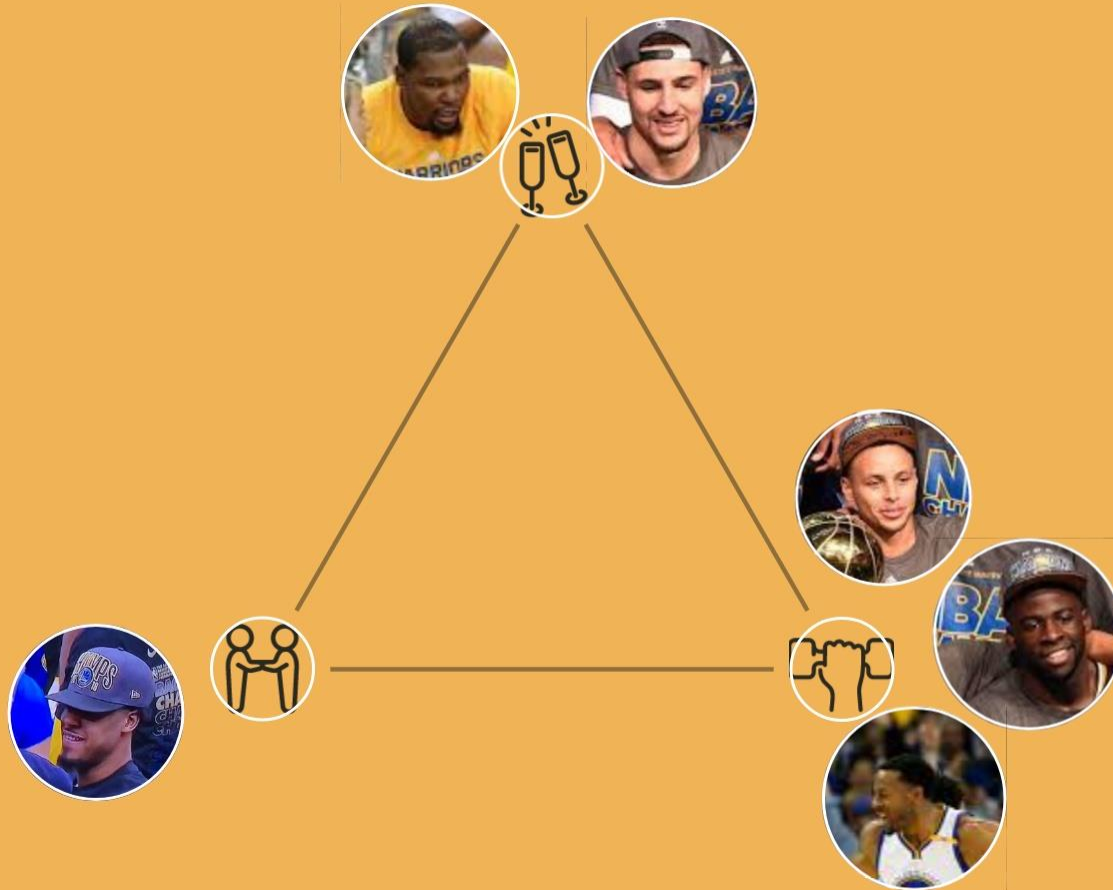




Chelsea Lane
Elite Performance Consulting



These Sustained Success Stories had Early Success Styles...



...that they developed beyond
to allow for Sustained Success.



The point: self
reflection &
growth is in
your control...&
impacts your
future
success.



The practical:
what can you
do to foster
reflection &
growth in
yourself and
your team?



Understand your motivations, learn the motivations of others

People are more different than they are the same... know your own "why" & then search for common "whys" in your team.

Especially important for:

- the Work Horse who may find it hard to accept a different motivation to their own
- the Lottery Winner may not know their own motivation let alone recognize it exists in others



Know what you don't know

Identify your own weakness and deficiencies

Especially important for:

- the Lottery Winner who may not know what they do know, let alone what they don't
- the Work Horse who considers themselves a learned student of their art and may have trouble acknowledging short comings/asking for help



Small (important) cog in a big machine

Even rock stars don't do it alone and no team contribution is too small to be valuable - ego check time

Especially important for:

- the Lottery winner who has been the centre of many universes prior to this point
- the Wagon Hitcher who may feel they aren't a cog at all



It all matters

Don't skip steps or neglect the foundational (& maybe mundane!) parts of the job

Especially important for:

- the Wagon Hitcher may not recognise the need for detail and grunt work vs focussing on relationship building
- the Lottery Winner who may have no idea what the "all" is in It All Matters



From structure comes freedom

Defined role descriptors, clear role expectations & career pathways, clarity and consistency of consequence

- Better engages the Wagon Hitcher with concrete/clear expectations of their necessary contributions
- Provides the Lottery Winner with a frame work for unpacking their success/identifying processes
- Relieves the Work Horse from the self appointed role of "work ethic police".



Honesty is a kindness

Employ courageous and RESPECTFUL conversation, use consistent/honest feedback systems, create opportunities to practice productive communication in the team

- Provides the Work Horse an appropriate forum to encourage others, share their learnings and foster their leadership skills
- Offers the Lottery Winner a tool for reflection/introspection and fosters empathy
- Creates a productive forum for the Wagon Hitcher's natural ability to facilitate connection and conversation

USE
your
Voice

Happier, healthier humans are higher performing humans

Happier, healthier humans can better sustain the creativity, emotional investment and physical work load needed to be successful for longer.





Quick poll!

So let's see how I did today:



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