



QUANTUM LÓGOS™
Content Studio

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Client: WOE (Work on Excellence)

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Executive Summary

After careful review, it became apparent that WOE sets itself apart by offering committed and personalized coaching, entrance into the American Athletic Union, and a personalized approach to basketball coaching (psychological, physical, and physiological). The slide deck provided by WOE offers a detailed breakdown of the values, mission, pricing, and system of WOE. The values section can benefit from more explanation of its values. Given that the value system of WOE is highlighted in varying degrees over slides 3, 4, 5, and 6, it is my view that synthesizing and uniting your value system will significantly bolster the value of WOE and the deck overall.

Key Findings and Recommendations

- a) *Defining “excellence”*: Slide 3 provides WOE’s mission statement. It offers the idea that work ethic and the pursuit of perfection lead to results, and though perfection is an ideal and perhaps unreachable state, it is a worthy pursuit. This is one area where I thought you have more opportunity to define excellence because excellence often conflicts with the idea of perfection. Excellence allows for errors and mistakes, but a truly excellent athlete can get past those mistakes and adapt or overcome. The main idea that you stress is that excellence is actually a path and a pursuit, a lifelong journey that one follows to achieve a high level of play. My recommendation is to link excellence to mastery, where mastery involves a culture of growth, learning, personal improvement, high technical skill, developed emotional intelligence, and the ability to perform to one’s best ability (win or loss). In general, concrete definitions of abstract nouns (mastery, excellence, etc.) will add significant value to your mission statement and overall brand. How you define these terms would benefit WOE overall because WOE is the name of the company and comprises the values associated with the company.
 - i. It is also worth considering sports psychology on mastery, excellence, and perfectionism. Studies show that perfection in sports is linked to stress, frustration, and a weak self-concept. On the other hand, sport psychologists recommend that athletes adopt a model of excellence, a quality that indeed allows athletes to develop high physical and emotional skills while accommodating the possibility of mistakes, errors, and failure. The shift from perfection to excellence can vastly improve your messaging given your target audience.

- b) *Synthesizing the Mission statement*: Your mission statement ties into your coaching philosophies (Slide 5) and your value proposition (on Slide 6). Slides 4, 5, and 6 contain many overlapping propositions that, if unpacked, can significantly strengthen your slide deck.
- i. On Slide 4, I recommend taking the three values of (1) purposeful and personalized skill development, (2) elevation of basketball IQ, and (3) development of passion for the game and devoting a unique slide for each value point. By isolating each value, you integrate three connected slides while strengthening the proposition of WOE.
 - ii. On Slide 5, where you break down Coach Carroll's coaching philosophy and yours, I recommend unifying these individual philosophies and integrating them into the value propositions of WOE for the reason that they are essentially the same. While you can keep a slide devoted exclusively to the coaching philosophies and your unique characteristics, it is important to offer a cohesive value system as stated in points (a) and (b).
- c) *Why WOE?*: Your approach to holistic basketball coaching sets WOE apart. When you offer your strong value propositions, one area to emphasize is point three (holistic basketball coaching). Since this area pertains to the psychological, physical, and physiological training that your program offers, it becomes even more imperative to highlight the value of your "holistic" approach in Slides 4 and 5.

Conclusion

By defining excellence (the "e" of WOE), you can create a thriving culture of growth. Indeed, this definition would directly integrate with the holistic approach that WOE provides. Integrating and synthesizing the three slides that discuss the value and mission of WOE would allow you to clearly communicate and sell the value of WOE. Point (a) is very much connected to points (b) and (c) because your definition of excellence feeds into your discussion of developing basketball IQ, your coaching philosophy, and the holistic approach to basketball that you offer. By synthesizing the value points of WOE covered in Slides 4, 5, and 6 and devoting a separate slide deck (or a detailed breakdown of the value points as integrated concepts across the mission statement, coach philosophy, and value proposition), the slide deck would more successfully sell its vision and concept.

Editing Note

All writing edited by the conventions of *The Chicago Manual of Style*.