

2019 WBCA
NATIONAL CONVENTION
TAMPA, FLORIDA

“THE SECRET OF CHANGE IS TO FOCUS YOUR ENERGY NOT
ON FIGHTING THE OLD, BUT ON BULDING THE NEW.”

PROACTIVITY:

Staying Ahead of the Game

In a business that thrives on winning and losing, embracing a proactive approach to career development is not only necessary, it is also healthy. This roundtable discusses creative, outside-the-box thinking designed to help coaches navigate industry waters.

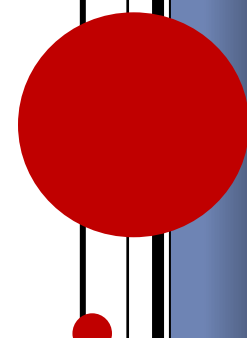
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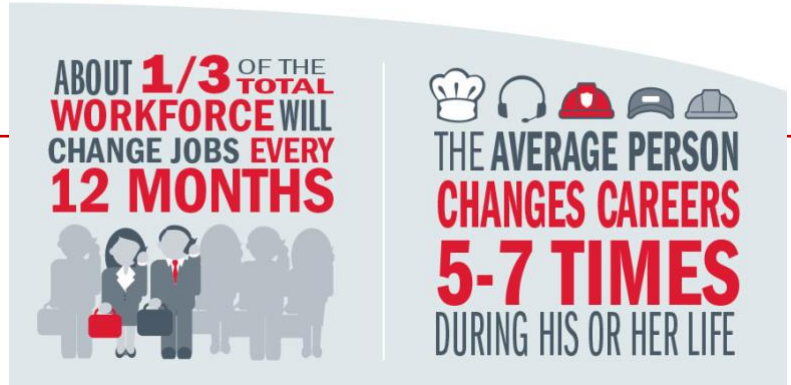
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PROactivity:

Staying Ahead of the Game

Proactive versus reactive. The perfect game of chess. **THINK AHEAD** to **STAY AHEAD** of your opponent. The landscape of coaching women's basketball is rapidly evolving and changing. Staying ahead of the curve with creative, yet intentional career development is important. Asking relevant questions and engaging in solutions are a **MUST** to navigating a profession that may be unforgiving and unpredictable. So, how do we approach this often-unrelenting environment? How exactly do we keep



pace? Why is a diversified network important? And does it really matter what other industries are doing? What we do know is **PREPARATION** is a cornerstone of success and embracing a business-like approach to answering these questions not only solves problems but can be an enjoyable part of the process!

Navigating the Employment Map...

- Be familiar with race, gender trends – do homework. Checkout the 2017 report by Inside Higher Ed: https://www.insidehighered.com/sites/default/server_files/media/2017%20College%20Sport%20Racial%20and%20Gender%20Report%20Card.pdf
- What's hot? Read-up on the next **BIG** thing in sports and entertainment and learn how you can implement it into your current work. Subscribe to professional publications for the **MOST** reliable industry movements. For instance, Stanford Business: <https://www.gsb.stanford.edu/insights/three-trends-shaping-sports-industry>

Network Diversification...

- Sure, it's all about who you know, but **EVEN BETTER** – it's all about **WHO KNOWS YOU**.
- There's a big, exciting world out there that plays the game of life on something other than a basketball court. Make friends with those players and teams. Tell your story, learn theirs, and watch your world shrink. (And yes, social media **MATTERS**, for several reasons.)
- Schedule a monthly standing call with a mentor outside of basketball coaching, join a civic organization, dedicate time to adding network depth to your contact list.

Jumping Industry Lines...

- Seek out people or companies that share your core values and begin investigating how their success principles can make you a better coach by using alternative, innovative and creative approaches to coaching and operations.
- Master communication on multiple subjects by following and studying industry leaders that champion a process, a strategy, or even run a small business that interests you.
- Create a cheat sheet of people that are **NOT** coaches but have personalities and/or experience that you want to emulate. Explore the question...what if I wasn't a basketball coach? Educating ourselves on career alternatives may never come to fruition, but if it does, better to have a conceptual plan on what to do next in the short and long term.