Finding Opportunity in Crisis - An Innovator’s Perspective
“The Chinese use two brush strokes to write the word ‘crisis.’ One brush stroke stands for danger; the other for opportunity. In a crisis, be aware of the danger -- but recognize the opportunity.”

- President John F. Kennedy, 1959
Houston, we have a problem

When change is no longer optional

Apollo 13

April 11, 1970

“Houston, we have a problem”
People think differently in a crisis

“The mind is like a rubber band; you can easily stretch it temporarily, but it snaps back to its resting position. We resist change.” - Jennifer Kunst

Normal Thinking
Sameness = Safety
Change = Danger

Crisis Thinking
Sameness = Danger
Change = Opportunity
Innovation mindset

• Become unafraid of failure
• Stop waiting for perfection
• Make success the only option
• Forced to lead, instead of manage
Challenges ➔ new opportunities

- E-commerce becomes the default
- Higher education shift to on-line
- Rapid adoption of tele-medicine
- Live events > virtual events
Applying the Innovator’s Spirit to the current challenges in college athletics.
$25 Exclusive Webinar Special Offer

- Signed copy
- Bonus Material
- $5 donation to the Bridge to the Future Fund
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