



Sports CONNECT us on so many levels

CURIOSITY DAY

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Innovate for a Responsible and Safer World



What is a 'BETTER' world?

It's a moving TARGET

Recordings=DATA, instant FEEDBACK



I remember VCR tapes... now CAMERAS are everywhere!

How has sports technology EVOLVED?

INNOVATION

How do we USE all this DATA for the right INSIGHTS?

- Everything is FASTER
- Cameras follow the ball
- Longer careers = more EXPERTISE
- More data, easier to collect

Give KEY ROLES the right info for PEAK PERFORMANCE

LEADERSHIP

Provide good COFFEE!



- Lead by EXAMPLE
- Surround yourself with GOOD PEOPLE
- Create an OPTIMAL climate for ultimate PERFORMANCE
- Think about elements of BEHAVIOR
- Define and Share CORE VALUES
- Play by the rules to create a SAFE ENVIRONMENT

Make AI transparent

INNOVATION in ACTION



ACCEPT & ADAPT



- Solidarity
- Gives HOPE
- Safe Environment
- Competition
- Celebration



POSITIVE MINDSET

Everyone works for one GOAL

TEAMWORK

- Can do more TOGETHER than individually
- Diversity
- Dynamics



Womens' SPORTS

TECH & EVOLUTION

- Increased VISIBILITY
- More EQUALITY
- Data can help athletes be more professional
- Can help increase FAN ENGAGEMENT



Either you WIN or you LEARN

the DEVIL is in the DETAILS but the WINNING is in them, too!

Pieter van den Hoogenband
Chef de Mission of the Dutch Team
2021 Olympic Games in Tokyo