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Find and Replace would have saved millions for a particular group of Nike executives. Occasionally, I comment on the instances where companies ruin their messages in the market. I call them Shattered Messages, the unfortunate product of bad strategy and/or execution. A recent ESPN report found a real fool. It's the incredible story of how the world's most powerful sportswear company (Nike) left the NBA's most electric player (Stephen Curry) out of reach and allowed Under Armour to carry out one of the most valuable marketing switches in history. It was raised to a small mistake easily avoidable in a face-to-face meeting. Anyone who has ever used the wrong version of a PowerPoint will find that this Curry Stand was the NBA's Most Valuable Player this past season. Although his Golden State Warriors eventually fell to LeBron James and the Cleveland Cavaliers in the NBA Finals, Curry is the best shooter in the league and probably his most popular player as well. Curry is not a physically dominant player like James, nor was he a prospect not to be missed when he was young. He played at Davidson College after college basketball powers went on to recruit him. He made a name for himself at Davidson, began his NBA career in the 2009–10 season and began his first All-Star Game four years later. Curry took a few years to climb the basketball ladder. Real money for professional basketball players comes in shoe deals and other townhouses. Nike is the dominant force; has signed more than two-thirds of current NBA players. Curry had been on Nike's roster for his early years in the league (his godfather even works for Nike), so the expectation was that he extended his relationship. However, he was willing to listen to Under Armour, an upstart in the shoe game, and the prospect of being the name of that brand's tent. What's at stake can be huge, even beyond a star's playing days. According to Forbes, Michael Jordan earned \$100 million from Nike in 2014. He won less than that (almost \$94 million) of NBA contracts during his 15 seasons as a player. Nike's initial meeting included several Nike executives along with Steph Curry's father, Dell (himself a former NBA player). A Nike official stumbled at the beginning of the meeting mispronouncing Curry's name. According to ESPN, things only got worse: A PowerPoint slide was named Kevin Durant, presumably left on by accident, presumably debris from reused materials. (In case you didn't know, Kevin Durant is a star in the Oklahoma City Thunder of the NBA.) Old Curry told ESPN: pay attention after that. Thanks in large part to Nike's shattered tone, Under Armour won the indoor track. Curry signed with Under Armour in 2013, and has a furious marketing success. According to Fortune magazine, Curry gets much of the credit for Under Armour's 57% increase in footwear sales last year. Curry appeared at the company's investor presentation last fall, and Under Armour has extended his contract until 2024. In March 2016, Business Insider cited a note from Morgan Stanley analyst Jay Sole. In that note, Sole estimated that Curry's potential long-term value was Under Armour at more than \$14 billion. Consider a measure of the potential power of a conversation. •cta('e1cd8319-1258-472b-98d7-8ba860e92e6f') Sports selections, College teams, sports betting, winning teams, NBA playoffs, MLB baseball - Vegastopdogs - TonyK (3G-Sports) has won several handicap contests, especially in football, basketball, sports teams, college teams, sports betting, winning picks, NBA playoffs, MLB baseball, NFL selections, etc. PowerPoint PPT presentation (PowerPoint PPT presentation) free download Slideshare uses cookies to improve functionality and performance, and to provide you with relevant advertising. By continuing to browse, you agree to the use of cookies on this website. Please see our User Agreement and Privacy Policy. Slideshare uses cookies to improve functionality and performance, and to provide you with relevant advertising. By continuing to browse, you agree to the use of cookies on this website. Please see our Privacy Policy and User Agreement for more information. _abc Powtoon's Depórquel Transcript Wardell Stephen Curry II Wardell Stephen Curry II: Steph Curry (as people call him) was born in Akron Ohio. Although Curry was born in Ohio, he grew up in Charlotte, North Carolina. Later his father Del Curry played for the Charlotte Hornets. Athletes Childhood: Steph Curry has a Seth brother and a Sydel sister. Steph also has a Sonya mother and a father from Education: Steph attended Davidson College School The Davidson College is a private liberal arts school in North Carolina. Awards: Steph Curry has received a total of 9 career awards related to being the best player in the NBA and his encouraging sportsmanship to his teammates If you don't fall, how are you going to know what it's like to get up. Don't Slow Down Play as you first, train as your second dates: Currently Steph is a points guard for the Golden State Warriors Steph is also married to his Ayeesha Curry and has 2 daughters Ryan Carson Curry, and Rilely Curry Why is it so successful? Steph Curry succeeds because of his determination and his effort to do what he likes to do and that is basketball. His determination helped him become the athlete he is today and that's why he succeeds. the Works cited Stephen Curry. &i>Statistics, Video, Bio, Profile&i>. N.p., n.a. Web. January 12, 2016. &i>&i>Bio.com&i>. A&amp; E Networks Television, n.d. Web. January 12, 2016. Stephen Curry. &i>&i>About.com Sports&i>. N.p., n.a. Web. January 12, 2016. Slideshare uses cookies to improve functionality and performance, and to provide you with relevant advertising. By continuing to browse, you agree to the use of cookies on this website. Please see our User Agreement and Privacy Policy. Slideshare uses cookies to improve functionality and performance, and to provide you with relevant advertising. By continuing to browse, you agree to the use of cookies on this website. Please see our Privacy Policy and User Agreement for more information. Brandon Payne is looking for motorhome rental. Daily rates, weekly rates, anything that helps you go through the NBA's COVID-19 break. Since 2011, Payne has been Stephen Curry's personal trainer and coach for Curry Underrated's international tour, staying alongside the star and training him through the highs of his career. When Payne can't be with Curry himself, the 40-year-old father of two, Carson, 12, and Collin, 9, uses text messages to stay connected from all over the country. Payne doesn't know when he'll be with Curry again. Payne's company, Accelerate Basketball, is headquartered in the Charlotte suburbs of Fort Mill, S.C., where Payne and her family live, just outside of where Curry grew up and attended college in Davidson. Curry is currently following california's order at home at his Bay Area home, a term that will likely last beyond April, according to California Gov. Gavin Newsom. It's a rainy Monday night in Charlotte and Payne can't believe how fast things have deteriorated. Less than four weeks ago, Payne had flown to San Francisco to help prepare Curry for his return from a broken hand and then to Dallas for Curry's next stop on the Infraredated tour. Now, Payne is thinking about how to keep the lights on in Accelerate. Over the years, with Payne having to spend more and more time in Oakland and San Francisco working with Curry, hotel stays ceased to make financial sense. In 2016, Payne signed a one-bedroom apartment lease in Walnut Creek, California, which costs you around \$3,000 per month, a relative theft in the Bay Area, home to some of the most expensive rental markets in the country. With nba season in danger and money getting tighter, Payne is trying to break that lease month by month and get his belongings back. a transaction that needs to be made Person. Months ago, that task seemed simple and straightforward. Hop on an Uber, go to Charlotte International Airport, hop on a flight across the country, catch a hotel. But in this climate, every stop on that itinerary causes Payne's skin to crawl. How can I get through the country without potentially exposing to the pandemic? For Payne, airports, planes and hotels are out of the question, so you're investigating RV rental rates so you can have a place to sleep on the 2,700-mile hike from Charlotte to the Bay Area. I've learned very quickly, it's not a cheap company, payne says about the RV option. The economic realities of the coronavirus pandemic are being put into play. Curry is just one of Payne's clients, ranging from six-year-olds to NBA Draft prospects and NBA superstars. In a typical week, he and his staff will train hundreds of young local athletes in the small mid-court gym located within a non-descriptive warehouse district. But with the coronavirus spreading across the country, Payne had to take precautions to protect her customers from getting sick. Normally, Payne supplies jump ropes, basketballs and tennis balls for its athletes. But on Monday, you inges in the email, in an email and made phone calls to parents about an updated protocol. If someone in a client's house had traveled in the last 14 days or had become ill in any way, Payne kindly asked him to stay home. He assured them that their paid sessions and packages would be honored in full at a later date. If they could come, he wrote to them, be prepared for a different environment. We had a staff standing at the door with hand sanitist so that every person who came in was hit with hand sanitist, Payne says. Athletes were instructed to bring their own basketball, their own jump rope and be ready to exercise in a socially distant way, separated from 6 to 10 feet from other athletes and receive hands-free instruction from standing coaches across the room. Under normal circumstances, players trained with two basketballs, haggling with each hand. They weren't normal circumstances. Just one ball,

yours, to be safe. After each training session, Payne closed the gym and his staff cleaned every inch of the place to disinfect it. Then they opened the doors and repeated the process for the next round of training. That was Monday night. On Tuesday morning, after seeing the coronavirus spread in his county and news of an on-site shelter rule that was applied within 48 hours, Payne closed his doors. He fired four of his six employees. Temporarily, he assured them. I re-evaluated every two weeks. Very hard and emotional day, I was kind to pay for a Payne text message. The Walnut Creek apartment never seemed so far away. * * * Ask NBA athletes and coaches if they have experienced anything quite this and most will point to the 2011 blockade. For months, players waited in limbo as the league and the NBA Players Association negotiated a new collective bargaining agreement. During the blockade, players were free to participate in base collection games, train with personal trainers and work on their ship, as long as they were not using NBA facilities. They stayed fit playing regularly charity games across the country. At one point, LeBron James and Kevin Durant faced off in a Team LeBron vs. Team Football match. It was then that Curry and Payne first met at Accelerate, presented by one of Payne's clients and former NBA player Gerald Henderson, who was a member of the Charlotte Bobcats at the time. Curry's been with Payne ever since. Of course, social estachment wasn't exactly part of the cultural lexicon in 2011. Today's players can only dream of such meetings. Late last week, after several NBA and personal players tested positive for COVID-19, the NBA sent a league memorandum to its 30 teams ordering them to close their training and practice facilities to all players and staff. The league also banned players from using public facilities such as high school or college gyms to train. The NBA is not a sport of social distance. As such, the world of basketball has been in the spotlight during the coronavirus pandemic. For at least one epidemiologist, the NBA's decision to suspend its season on March 11 became a pivotal moment in the U.S. battle against the COVID-19 pandemic, indicating the severity of the crisis. NBA Commissioner Adam Silver's decision at least partially inspired other leagues, including the NHL and MLB, to put their seasons on hold, while the NCAA canceled March Madness altogether. On Sunday, New York Governor Andrew Cuomo spoke at a press conference and urged New Yorkers to exercise outdoors in solitude instead of participating in team sports. You want to go for a walk? God bless you. You want to go for a run? God bless you, Cuomo said. There (should be) no group activity in the parks. All kinds of children playing basketball (on Saturday). Basketball game; there is no concept of social estating while playing basketball. It doesn't exist. You can't be a metre away from people playing basketball. You can, but then you're a basketball condolence and you're going to lose. How do basketball players stay in shape when the simple act of playing basketball violates almost all the rules of social estating? It's a riddle that Payne is trying to solve for his NBA clients, especially Curry. * * * Within the confines of a reported \$31 million house you bought last summer, Curry keeps busy. Along with his wife Ayesha and three young children at school, Curry is using his platform for philanthropic and civic causes. On Thursday, he presented an Instagram Live Q&A with NIAID director Dr. Anthony Fauci, who may be the most sought after in the country (Barack Obama, Justin Bieber, Andre Iguodala and Common were just a few of the names that passed through here). Two days after the NBA suspended the season, Curry and his wife Ayesha posted a video announcing their donation through their Eat Learn Learn to help ensure that 18,000 Oakland children had meals after schools were closed. But Curry's athletic activities have been minimal. Last Friday, while wearing a hoodie, sweat shorts and house slippers, Curry put a trick with a wedge, bouncing a golf ball inside his front door and into a transparent plastic cup, a video that generated nearly 2 million views. Basketball hasn't been on his mind much, according to Payne. To be honest with you, we've talked more about the situation of the Carolina Panthers quarterbacks than we've talked about anything else, Payne says laughing. We talked a little bit about workouts and what you can do, but it's not much right now. Curry has a workout-friendly basement that rivals a luxurious hotel gym, but doesn't have an indoor court where you can do specific basketball training. Contrary to popular belief, almost no NBA player does. According to league sources, players are struggling to find private indoor gyms in their cities during lockdown. An NBA team, according to multiple league sources, had to rebuke one of its players after seeing a social media position of him working out with several athletes in a private gym over the weekend, a violation of the league's social est breach guidelines and public health officials. Stephen is lucky because he has a bigger house with a training area with a pretty nice team, Payne says. You'll be able to keep things physically pretty good because you have the tools to do it. Some of the other guys I've been talking to? They're a little more challenged. Most Payne NBA customers are younger and live in luxury apartment complexes or condominium buildings in their team's city, not in spacious homes in the suburbs. Payne has asked its customers to send photos and videos of their living areas in order to customize training programs for their limited space. A young NBA player sent him a video of the fitness room of his apartment complex. It's not an option, Payne told him, which discourages him from strongly using that space due to infection concerns. To try to compensate, Payne has been on the phone with players' agents working to get their clients the sports equipment they need during the layoff. At the top of the list are the TRX resistance bands homes and stationary bikes where they are able to get some hard cardio in without disturbing the people below them. Even if you have a common area where you can take we're learning that this thing can live on surfaces, sometimes days at a time depending on the type of surface, Payne says. You don't know who's been there and who's been around. It's very uncertain. Throughout the NBA, it is becoming clearer than the biggest obstacle -- beyond being limited to space in own home -- it's uncertainty. Not only in the nature of the virus, but also in the indeterminate NBA calendar. As the coronavirus crisis unfolds across the country, players have no idea when the season will restart, if they will. Silver said last Wednesday was too early to speculate on a return date. Looking at other basketball leagues around the world dealing with the pandemic, the prospects for a quick return are not good. The Korean Basketball League canceled the rest of its season and the Chinese Basketball Association has delayed its possible return date back to May 15, which would make a four-month break from the game. For the prospect, such dismissal would mean a mid-July return to the NBA. It could be sooner, too. ESPN recently reported that NBA owners and executives saw a possible return from mid to late June as a best-case scenario. One of those owners, Mark Cuban of the Dallas Mavericks, said Tuesday that he hoped the NBA season would resume in mid-May based on his talks with the CDC. Without a hard return date in mind, players trying to stay fit are essentially shooting in the dark. The target date is what sets everything, Payne says. He's your Northern Star. That's what you base everything on. You set your working hours, your rest periods, how much you charge, the alms you charge with, how many days of rest you receive. It's all based on that date. * * * It was speculated that Curry wanted to return during the regular season in order to prepare for the Summer Olympics, but Payne insists that was not a factor. Curry has never participated in the world marquee event, to be held in Tokyo from July 24 to August 9, but has since been postponed to 2021. Curry won gold medals with two World Cup teams in 2010 and 2014, but sat down at the 2016 Rio Olympics to fully recover from ankle and knee problems. This time, Curry is redoing a different type of injury, fortunately not to his ankle and knee joints. In October, Curry broke his hand and required surgery and an additional procedure to make sure his bones were in place. Since then it has experienced mild numbness as a result of persistent nerve damage. It was hard to say that it affected him at all on his return of 5 March from an absence of 58 games. Curry scored 23 points, seven rebounds and seven assists in just 27 minutes of action against the Toronto Raptors. For Stephen, the silver lining for him is that that hand becomes a little longer (time) to get back in shape and make thing feels exactly how you want it to feel before you go out again, Payne says. And he has more time with his family. That's what we all really need to be thinking about. Payne has been dividing her time between taking care of her children and arriving at Accelerate's office, where she is working to digitize her Last Friday, he gave a 75-minute powerpoint talk at a virtual basketball coach clinic site detailing Curry's training regimen, focusing on neuromuscular development, proprioception and strategies for game training. Beyond virtual clinics, Payne is organizing social media training video breakdowns of Curry's previous training sessions with Luka Doncic and other star players. Everything's online. As a coach, you've never had this amount of time to sit down and get better, Payne says. For most (coaches and coaches), this is going to be a very difficult time. It's going to be extremely difficult. The difficult point is that there will be temptation (keep workouts and practices) because there are going to be some players who will want to exercise no matter what. And you have to balance the responsible decision with the decision that best affects your pockets.

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