



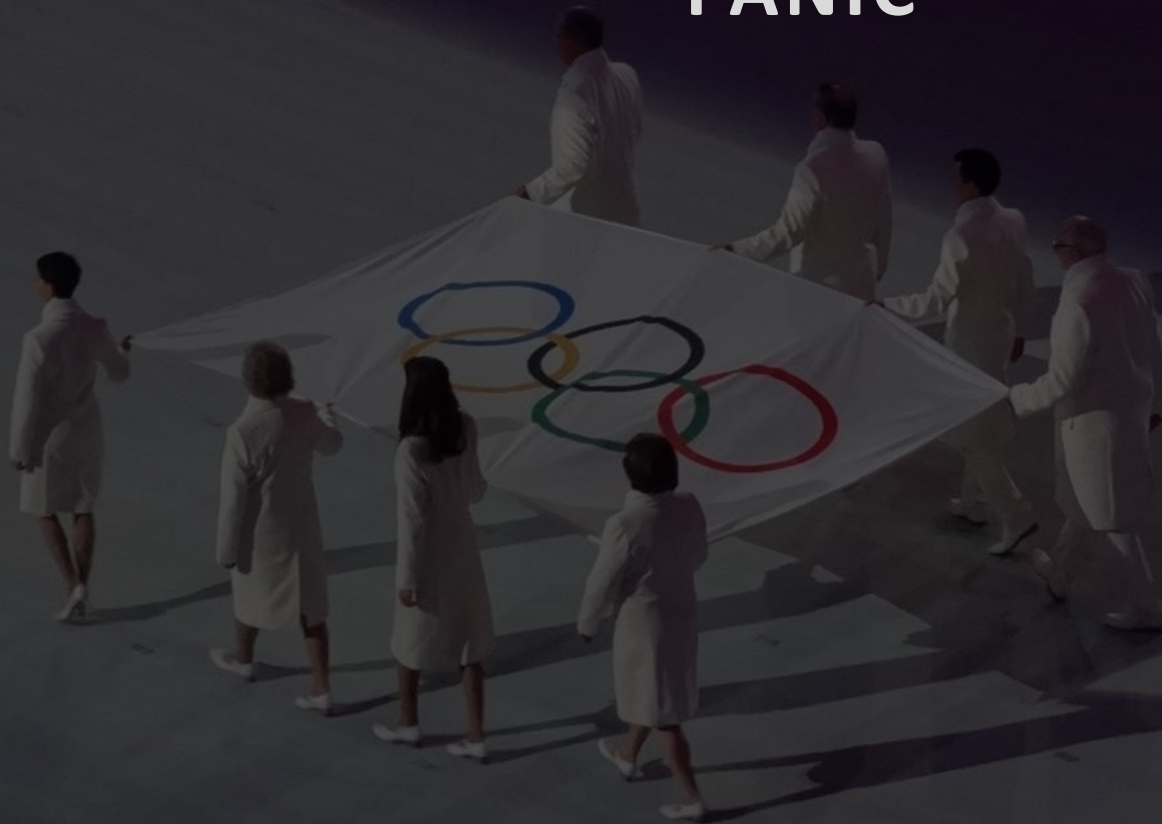
# GO FOR **GOLD** CHASING EXCELLENCE

## **Lindsay Tarpley**

- *2X Olympic Gold Medalist*
- *NCAA National Champion*
- *ESPN RISE High School Player of the Decade*

# TWO IMMEDIATE REACTIONS

PRIDE  
PANIC



The background features several large, overlapping circles in vibrant colors: blue, yellow, green, and red. The circles are set against a solid black background. A white rectangular box with a thin border is centered in the image, containing the text.

**REDEFINING WINNING**  
EXTRAORDINARY IS REPEATABLE



# THE FRAMEWORK

Purpose

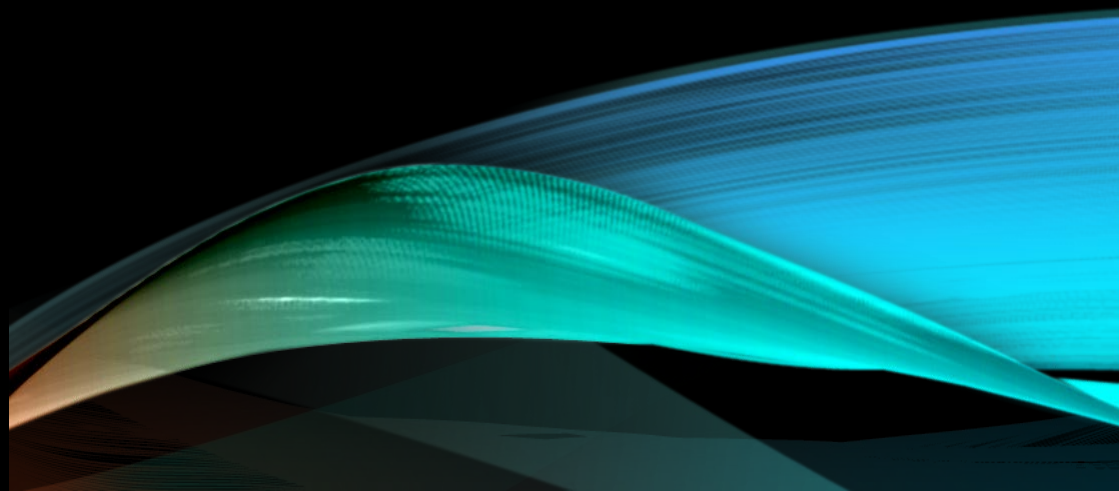
Teamwork

Toughness

Tenacity



# PURPOSE DIRECTION UNDER PRESSURE



An aerial view of a soccer field with several players scattered across it. A large white circle is overlaid on the field, centered on the text. The background features colorful, wavy patterns in shades of orange, red, and green.

**ATHENS 2004**

PREPARED BEFORE THE  
MOMENT

The image features a soccer ball in the process of hitting a goal net. The ball is positioned on the left side of the frame, with its black and white panels clearly visible. The goal net is a dark, textured mesh that fills the right and central portions of the image. The background is a dark, almost black, space with a vibrant, multi-colored abstract shape at the top, transitioning from yellow and orange on the left to green and blue on the right. The overall composition is dynamic and focused on the action of a goal being scored.

**TRUST THE WORK**

ATHENS GOAL



**PURPOSE**

**CLARITY  
UNDER  
PRESSURE**





g 2008

# TI-TEAMWORK

ALIGNED TEAMS ACCELERATE PERFORMANCE



# STRONG TEAMS:

- Address problems early
  - Hold standards
- Share responsibility





# T2 — TOUGHNESS

PRESSURE IS INFORMATION, NOT IDENTITY

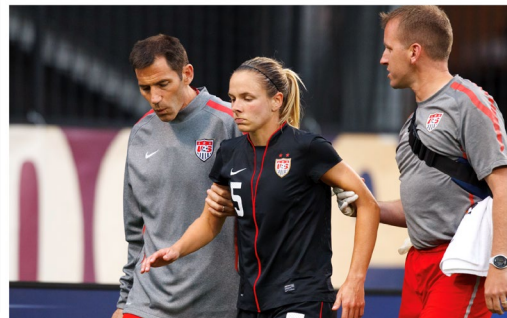


# THE BEEP TEST

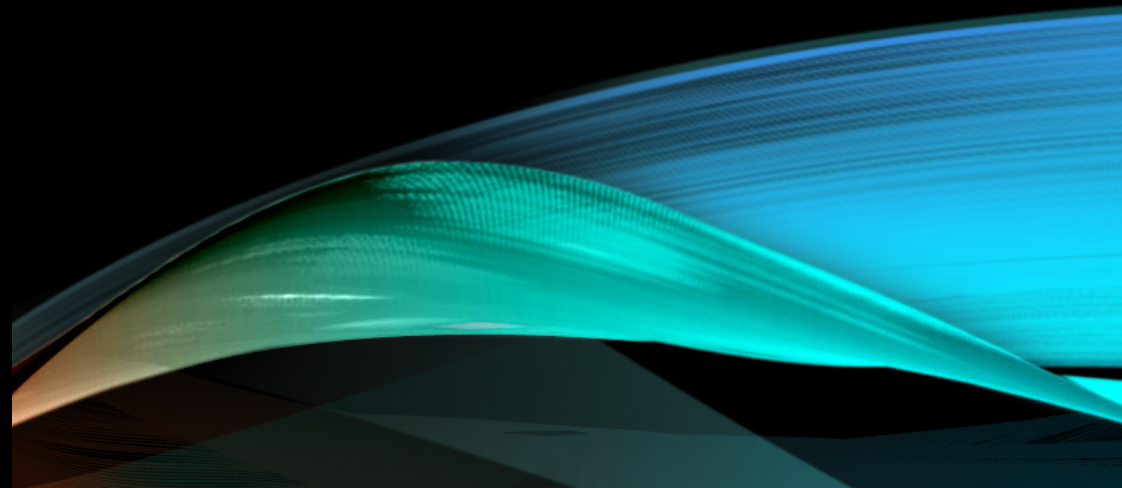


# T3 — TENACITY

ADAPT WHEN THE STORY CHANGES



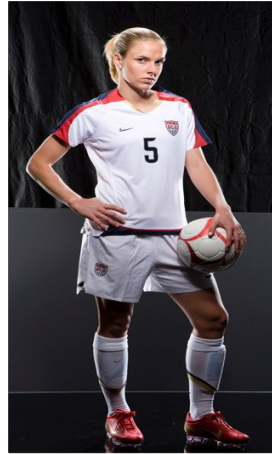
# REBUILDING WHEN THE PATH ENDS





# EXTRAORDINARY

A DAILY  
STANDARD



# THREE TOOLS

- Separate performance from identity
- Normalize reset
- Redefine winning

The image features two Olympic gold medals prominently displayed. The medal on the left is from the 2008 Beijing Olympics, with the text 'XXIX OLYMPIAD BEIJING 2008' and the Olympic rings. The medal on the right is from the 2004 Athens Olympics, with the text 'XXVIII ΟΛΥΜΠΙΑΔΑ ΑΘΗΝΑ 2004' and the Olympic rings. Both medals are attached to their respective ribbons. The background is a dark grey gradient with vibrant, flowing fabric in shades of red, orange, yellow, and blue, creating a sense of movement and energy.

**GO FOR GOLD**  
BUILD SOMETHING THAT LASTS

@LINDSAYTARPLEY5

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