



### What is OUR BEST PRACTICES' Next Goal Wins Program?

The idea that **metaphors** are more than language, extends to the theory that they are a concept or system that can define, shape and, indeed enrich our world. Neuroscience evidence suggests that metaphors can act as the spark for enhancing performance, creative thinking, and other neural processes. **Sports** as a pursuit, whether recreational or competitive, is ingrained globally in most cultures and is pervasive in its influence and reach.

It is not surprising, therefore, that a combination of the two: **sports** and **metaphors**, are deeply insinuated into our language and thinking. Thus, **Sports Metaphors** and models are used widely in the areas of **Coaching Psychology, Organizational Psychology and Applied Positive Psychology**, to name a few.

Over several years we have designed a unique soccer metaphor framework – **Next Goal Wins** - in which soccer terminology and concepts are linked to life skills and peak performance in areas outside of the sport itself. Following anecdotal success from its use, the program was applied and tested recently in robust, original scientific study.

**Among various findings, was clear evidence that many people use and build on this framework to create, measure, and enhance both their own and team success in work and life.**

*Our Best Practices* uses the program and concepts in workshops, coaching sessions, motivational talks and other **Positive Psychology Interventions** in bespoke ways and with other proven **Positive Psychology and Coaching Psychology techniques** for clients to create a fun, dynamic and creative initiatives to enhance performance, productivity, team culture and a winning mentality.

*('OUR BEST PRACTICES' operates under the aegis of Blumberg & Co.)*

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