

CEP Magazine – April 2021 Build castles, don't dig graves

By Kristy Grant-Hart

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Imagine that you're the coach in the last moments of a big game. Your team is down and only has a 10% chance of winning. You can choose to say, "Folks, we're almost certainly going to lose this game, but I want you to give it your all," or, "Team, we're just a few minutes from victory. Let's go all-in and win this thing!"

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