



# Now Is the Time for Courage

USTA Southern - Andrew Feldman





## Stand up if you have experienced this...

- Players formerly in your tennis program switching to pickleball
- Drop-off in player registrations for your programs
- Reduction in funding available (grants, revenue, etc.)
- Challenge finding coaches to teach in your program
- Loss of facilities/courts in your community
- Lack of interaction with social media posts you create for your program



# Agenda

1. Introductions
2. Five strategies for CTAs to be bold
3. Putting the theory into practice
4. Questions

# Facilitator



**Andrew Feldman**

Director  
Community & Volunteer Engagement  
USTA Southern

- Graduated with master's degree in education as well as MBA in strategic management
- Started with USTA National in 2003 as first volunteer development coordinator
- Moved to USTA Southern in 2016 to manage CTAs as well as volunteer processes

# Challenges

**What are some examples of turbulence or challenge facing us as community tennis leaders?**



# What are we talking about today?

- **In the face of challenge, some would say buckle down, manage risks & play defense**
- **Others say seize the day - go big**
- **How can CTAs - and you specifically as CTA leaders - be courageous?**

# What is courage?

**“A willingness to take bold, risky action to serve a purpose that you perceive to be worthy, usually in the face of an abiding fear”**

# What is VUCA?

- **Volatility**
- **Uncertainty**
- **Complexity**
- **Ambiguity**

# How can CTA leaders implement courage?

- **Create a positive narrative**
- **Cultivate confidence**
- **Take small steps**
- **Find connection**
- **Stay calm**

# Create a positive narrative

- Go risk hunting
- Find a moral quest

# Cultivate confidence

- **Train deliberately**
- **Focus on what's in your control**

# Take small steps

- **Evaluate objectively**
- **Let meaning emerge**
- **Interpret in motion**

# Find connection

- **Turn to allies**
- **Access resources**
- **Accept feedback**

# Stay calm

- Practice self-care
- Embrace rituals
- Reframe the situation

# How can CTA leaders implement courage?

- **Create a positive narrative**
- **Cultivate confidence**
- **Take small steps**
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**Are you ready to be bold as a CTA leader?**



**Be bold.**

**Your CTA will thrive.**



**Questions?**





**Thank you!**