



Share Ideas don't Keep Secrets

What do think of the idea of sharing your best practices with somebody you're in competition with?

Have you ever had anybody you're competing with share their best ideas with you? Be specific. Tell us the story.

In 1966 after his teams had won two National Championships John Wooden wrote a 440-page textbook called *Practical Modern Basketball* that detailed every aspect of how he coached his basketball teams. Since he knew he would continue coaching (he retired in 1975) why wouldn't Coach have been concerned his competition would steal his secrets?
