

Short Wins (Shallow/finite)	Long Wins (Deep/infinite)
Temporary, transient	Lasting value, long-term
Target-driven	Connected to a Shared vision
Inanimate, non-human	Human experience & meaning
Uniformity & conformity	Diversity, creativity
Imposed & set by others	On own terms, with a voice
Task-driven	Purpose-driven
Individual benefit	Social impact, community
Stories of status or ego	Human progress stories
Binary thinking, fixed perspective	Pluralist thinking, multiple perspectives
Taking probable path	Exploring possible paths

NB: Not either or... though it's Long Win Thinking which feeds engagement, wellbeing, sustains performance and explores our potential and the potential of sport more widely over the longer-term