

SPARK Insights™ Issue #0072

Game Film

Before & After: The Same Issue Through Two Voices

The left column is Issue #0072 as it was originally published. The right column is the same issue rewritten through the Coach Reg AI Writing Filter, which includes the Sovereignty Filter, AI Tell Elimination, and Bob Voice Filter. The ideas are identical. The voice is different.

Opening

Original (as published)	Rewritten (through filters)
Friday night. The game ends. The gym clears out.	Friday night the game ends and the gym clears out, and
Saturday morning. I'm in my office with a VHS tape. Then a DVD. Then a laptop. The format changed over the decades. The practice never did.	Saturday morning I'm in my office with a VHS tape. Years later it's a DVD, and then a laptop, but it's the same thing I've been doing for forty years now.
Every possession. Every rotation. Every decision. Not the highlights. The whole game.	I watch the whole game. Every possession and rotation, every decision we made on the floor. And I'm really only looking for one thing. Did we meet the standard. I don't care if we won. I want to know if we met the standard because winning hides bad habits, and a loss can actually show you real growth if you're paying attention. You know, the game tells you what happened but the film is where you actually find out why.
One question: Did we meet the standard?	
Not did we win. Did we meet the standard.	
Winning hides bad habits. Losing obscures growth. The game tells you what happened. The film tells you why.	

Notice how the original uses staccato fragments and matched pairs ("Winning hides bad habits. Losing obscures growth.") while the rewrite connects thoughts with natural bridges like "and," "but," and "because."

Pulling Film on How I Show Up

Original (as published)	Rewritten (through filters)
<p>After every call, every meeting, every room I walk into, I review the film (transcript).</p> <p>Not on what I accomplished. On how I showed up.</p> <p>I wrote out exactly how I want to show up when I'm across from another human being. The posture. The presence. What matters to me about how I carry myself. Then I built a way to review every interaction against that standard.</p> <p>Did I meet it? Exceed it? Fall short?</p> <p>Same process. Different court.</p>	<p>So after every call and meeting now, every room I walk into, I pull the film. And I'm not looking at what I accomplished or what I said that sounded smart. I'm looking at how I showed up.</p> <p>I actually sat down and wrote out exactly how I want to show up when I'm across from another human being. The posture, the presence, what matters to me about how I carry myself when I'm in conversation with somebody. And then I built a way to look back after every interaction and measure whether I met that standard or fell short or where I exceeded it. It's the same thing I've always done, just a different court.</p>

The original uses an unnecessary Q&A; ("Did I meet it? Exceed it? Fall short?") and a mic-drop matched pair ("Same process. Different court."). The rewrite folds both into natural speech.

What the Film Shows

Original (as published)	Rewritten (through filters)
<p>I've been in a lot of rooms lately. Rooms with impressive people. Big resumes. Big companies. The kind of rooms where credentials get stacked like poker chips.</p> <p>The film is consistent: the rooms where I show up most powerfully are the ones where I perform the least.</p> <p>When I listen instead of react, people say things they didn't plan to say. When I ask a question that reframes how someone is thinking, the conversation shifts. When I sit in silence instead of filling space, the real issue surfaces.</p> <p>Impressive gets you the nod. Present gets you the phone call.</p>	<p>I've been in a lot of rooms lately. Rooms with impressive people who have big resumes and bigger companies, the kind of rooms where credentials get stacked like poker chips and everyone's quietly figuring out where they rank.</p> <p>And what I keep seeing is this. The rooms where I show up most powerfully are the ones where I perform the least.</p> <p>In one recent conversation I just listened instead of reacting and people started saying things they didn't plan to say. I asked one question that reframed how someone was thinking about their own situation and the whole conversation shifted. And at one point I just sat in silence because that was the right move, and the real issue surfaced on its own. I've been coaching long enough to know that presence does more work than credentials in a room. It just does. The impressive person gets the nod but the present person is the one who gets the call the next day, and I've watched that play out enough times now that I'm a hundred percent sure of it.</p>

The original has a hat trick ("When I listen... When I ask... When I sit...") and a matched pair mic-drop ("Impressive gets you the nod. Present gets you the phone call."). The rewrite varies sentence structure and backs the claim with experience.

What I Actually Do

Original (as published)	Rewritten (through filters)
<p>I've written about clarity. I've written about conviction. Those are real. They matter.</p> <p>But when I reviewed the film on what actually happens in conversations that change people, I found something underneath both.</p> <p>I recognize patterns. I see how someone shows up in one area of their life and I name how it's showing up everywhere else. I call out the thing that's right in front of them but beyond their line of sight.</p> <p>Forty years of pulling film gave me that eye. Thousands of players. Hundreds of entrepreneurs. The kid who cuts corners in practice cuts corners in the classroom. The founder who avoids conflict at home avoids it in the boardroom.</p> <p>Patterns don't hide. They repeat across every area of your life. Until someone names them.</p> <p>That doesn't happen through content. It happens through contact. A real conversation with someone whose nervous system is calm enough to hold space and whose eye is trained enough to see what needs to be seen.</p>	<p>I've written about clarity in this space and about conviction. Those are real and they matter. But when I reviewed the film on what actually happens in the conversations that change people, I realized clarity and conviction aren't really the thing, the real thing is pattern recognition.</p> <p>And I've been doing this for decades without really having a word for it. I see how someone shows up in one area of their life and then I notice that same pattern playing out everywhere else, and I just name it. I call out the thing that's right in front of them but just beyond their line of sight. Forty years of pulling film gave me that eye. I've watched thousands of players and sat across from hundreds of entrepreneurs and the patterns are always there. The kid who cuts corners in practice is the same kid cutting corners in the classroom, and the founder who avoids conflict at home is absolutely avoiding it in the boardroom too. I've just never seen it fail. It's actually kind of remarkable how consistent it is.</p> <p>And that kind of work doesn't happen through content. It happens through contact, a real conversation with someone who can hold space and whose eye is trained to see what you can't see on your own. I know that sounds simple and it is simple, but it's also really rare.</p>

The original ends with a mic-drop fragment ("Until someone names them.") and uses a No-No-No parade structure ("Thousands of players. Hundreds of entrepreneurs."). The rewrite connects thoughts naturally and circles back with "I've just never seen it fail."

The Gap

Original (as published)	Rewritten (through filters)
<p>The most dangerous moment in an athlete or founder's life is not failure.</p> <p>It is success without identity.</p> <p>High performers don't have an identity problem. They have an over-attachment to output. When output disappears. Retirement. Exit. Injury. Transition. They collapse. Not because they're weak. Because they never built anything beneath the performance.</p> <p>There is massive support for performing. Almost nothing for knowing who you are when the performance ends.</p> <p>That gap is where people fall apart.</p> <p>That's where I work. Through contact. Through presence. Through naming what needs to be named.</p>	<p>I keep coming back to this. The most dangerous moment in an athlete or founder's life is not the failure. It's the success that comes without any identity underneath it.</p> <p>High performers have an over-attachment to output. And when that output disappears, whether it's retirement or an exit or an injury or just a transition they didn't see coming, they collapse. Because they never built anything beneath the performance.</p> <p>There is massive support for performing out there. There's almost nothing for helping someone figure out who they are when the performance ends. That gap is where people fall apart and that's where I work. I'm not interested in doing it any other way.</p>

The original uses a hat trick ending ("Through contact. Through presence. Through naming what needs to be named.") and a No-No-No parade ("Retirement. Exit. Injury. Transition."). The rewrite connects the list naturally and lands with personal conviction instead of dramatic structure.

Your Move (Closing)

Original (as published)	Rewritten (through filters)
<p>You know someone who needs to hear this.</p> <p>Not someone who's failing. Someone who's succeeding and still feels like it's not enough. Someone leading with their resume because they don't know what else to lead with. Someone who performs beautifully and has no idea who they are without the performance.</p> <p>Forward this to them. They need the mirror.</p>	<p>You know someone who's succeeding and still feels like it's not enough. They're leading with their resume because they don't know what else to lead with, and they perform beautifully but have no idea who they are without it.</p> <p>Forward this to them.</p>

The original uses an opposition formula opening ("Not someone who's failing. Someone who's succeeding...") and a bumper sticker close ("They need the mirror."). The rewrite states who it's for directly and lets the forward request stand on its own.

