

PERSONA: Anthony Larsen

WHEN: Fall 2017

WHERE: Rutgers-Newark

THINK

"I'm glad coach has noticed my potential. Searching all that video for clips of me and creating them seems like a lot more work though."

DO

Asks a friend that he plays with in off training sessions if he could record him on the ball during the game.

FEEL

Happy



Eager to create highlight reel but indifferent about the work that will need to be done to do it.

SITUATION: With the season progressing and Anthony playing well, his coach again approaches him about game footage but this time suggests Anthony should edit the footage
from last season and this season to build his highlight reel.