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Michael Jordan 2003 Annual Performance Review

Position: Former Player/Basketball Operations Executive, Washington Wizards **Reporting to:** Board of Directors and Shareholders

一、Annual Work Overview (Executive Summary)

This year marks the culmination of my 19-year professional basketball career and transition into executive leadership roles. After completing my final playing season with the Washington Wizards, I have demonstrated exceptional versatility in both on-court performance and organizational management. At age 40, I became the first player in NBA history to score 43 points in a game, while simultaneously preparing for expanded business ventures and ownership opportunities. My dual role as player and strategic advisor positioned me uniquely to understand both competitive dynamics and operational excellence.



Figure 1: Jordan in 2003

二、Key Performance Indicators (Key Performance Highlights)

Achievement 1: Historic Age-Defying Performance Leadership

Despite being 40 years old, I delivered unprecedented individual performance metrics this season. I was the only Washington player to participate in all 82 games, starting 67 while providing veteran leadership in 15 bench appearances. My 20.0 points per game, 6.1 rebounds, and 3.8 assists demonstrated sustained excellence. Most notably, I scored 20+ points in 42 games, 30+ points nine times, and achieved the historic milestone of becoming the first 40-year-old to score 43 points in an NBA game on February 21, 2003.

Achievement 2: Franchise Value Enhancement and Market Impact

My presence transformed the Wizards into the second most-watched NBA team, averaging 20,172 fans at home and 19,311 on the road. Every home game at the MCI Center was sold out during my tenure. This represents a direct correlation between my brand value and organizational revenue generation, demonstrating my continued ability to drive business results even in the twilight of my playing career.

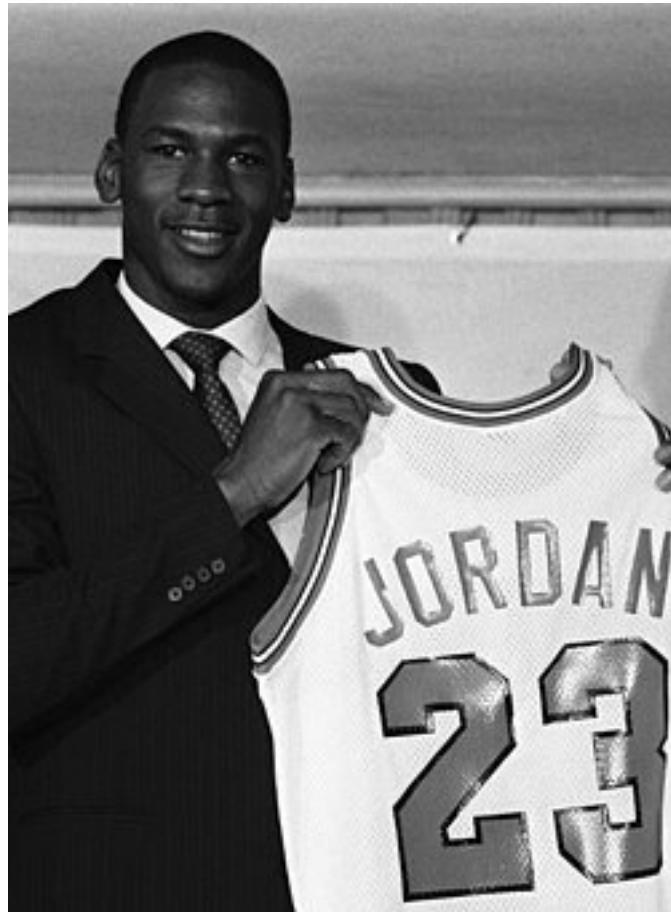


Figure 2: Jordan holding his Chicago Bulls jersey at conference announcing his signing

III. Core Project Deep Dive (Deep Dive)

Situation: The Washington Wizards organization required comprehensive basketball operations leadership while I simultaneously completed my playing career obligations.

Task: Execute a dual mandate as both active player and de facto basketball operations consultant, requiring strategic personnel decisions including the controversial selection of Kwame Brown as the #1 overall draft pick in 2001.

Action: I took comprehensive control of basketball operations, implementing organizational changes including player personnel decisions and coaching staff selections. Despite facing criticism for some draft choices, I maintained focus on long-term franchise building while delivering personal performance excellence on the court.

Result: While playoff success remained elusive, I established a foundation for future organizational growth and demonstrated that executive transition could occur seamlessly with active competition. The experience proved invaluable for my subsequent ownership pursuits.



Figure 3: Plaque at the United Center that chronicles Jordan's career achievements

四、Shortcomings and Reflections (Critical Reflection)

I acknowledge that my personnel decisions, particularly the Kwame Brown selection, did not yield expected returns on investment. My direct communication style with underperforming teammates, while effective in championship contexts, may have created counterproductive dynamics in a rebuilding environment. The failure to achieve playoff qualification during my Washington tenure represents a gap between individual excellence and team success that requires different leadership approaches in future executive roles.

五、Future Strategic Planning (Strategic Outlook)

My playing career conclusion opens unprecedented opportunities for ownership and business expansion. I am actively pursuing majority ownership positions, with particular interest in the Charlotte franchise. My brand partnerships, especially the Jordan Brand division, position me for sustained revenue growth beyond active competition. The foundation is established for becoming the first former player to achieve both billionaire status and NBA franchise ownership, representing the ultimate intersection of athletic excellence and business acumen.

Confidential Assessment: This transition year demonstrated my ability to maintain elite performance standards while developing executive competencies essential for future ownership roles. The combination of on-court leadership and operational involvement provides unique qualifications for the next phase of my career in sports business leadership.