



## KNOWLEDGE Management



## CONNECTION TO KM

Her story shows the use of the knowledge conversion process, where experience becomes actionable insight through social interaction and reflection. Each season's outcomes represent the move from tacit to explicit knowledge, as she analyzed performances and shared feedback with her coaches. This aligns with the knowledge application stage, where accumulated understanding is used to make better decisions. What seemed like sudden success in Tokyo was the result of this continuous learning cycle turning experience into performance.

## MELISSA JEFFERSON-WOODEN'S DOUBLE ILLUSTRATES THE TRUE NATURE OF LEARNING OVER TIME

2 weeks ago, at the 2025 World Championships in Tokyo, Melissa Jefferson-Wooden set a new championship record by winning the 100m title in 10.61 seconds. She then followed this achievement by securing the 200m title in 21.68 seconds, which was the fastest time globally this year. Just two years ago, she never earned an individual medal on the world stage.

Her professional career began in 2022 after college, facing tough competition. Even though at first she had inconsistent results, each race gave her valuable lessons in handling pressure and improving performance, specifically in the 200m event, leading to personal growth even without immediate medals.

In late 2023, she relocated to Florida to train with Star Athletics under coach Dennis Mitchell, alongside world champion Sha'Carri Richardson. This environment provided daily competition and invaluable learning experiences. Despite suffering a stress fracture in early 2024, she persevered, winning silver at the U.S. Trials and bronze at the Paris Olympics in the 100m.

By 2025, she established a strong foundation for success. Her seemingly unexpected breakthrough in Tokyo was the result of years of patience, learning, and adaptation. She relied on her instincts, supported by her coaches and medical staff, applying her accumulated knowledge.



**Nile Love**

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Two years ago, Melissa Jefferson-Wooden never won an individual medal at the global level. Now she's world champ in both the 100m & 200m. Proof that learning, adapting, & applying knowledge over time pays off. #WorldChampion #KM #AdaptToWin

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