



**MINNESOTA  
SWIMMING**

## visioning exercise: “competitive excellence”

### SWOT ANALYSIS

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>- [At the starting point] MN-LSC is “ahead” of IN-LSC</li> <li>- Some models exist within the LSC that integrate all levels of swimming in a community</li> <li>- Capacity [and interest exists] for clinics, sense of team with Team MN concept</li> <li>- Capacity [ ] for education, growth</li> <li>- Capacity [ ] for team-building events for members</li> <li>- Great coach base in MN</li> <li>- Models exist within the LSC for successful training to highest levels</li> <li>- (Idea) Poll clubs about graduating seniors going off to college swimming</li> <li>- Capacity to celebrate [more] success</li> </ul>	<p><b>WEAKNESSES</b></p> <ul style="list-style-type: none"> <li>- We do not want to step on toes</li> <li>- Different culture [here] than “elsewhere”</li> <li>- More LSC stats need to be sourced</li> <li>- Don’t know what coaches [are] willing to “give up”</li> <li>- Don’t know what clubs [are] willing to “give up”</li> <li>- Lots of “stuff” in the middle</li> <li>- Education [opportunities] not accessible</li> <li>- [Sense of] lack of trust, fear</li> </ul>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>- How [can the] MN-LSC work with MSHSL</li> <li>- Capacity [and interest exists] for all coaches to learn/develop (HS and non-HS)</li> <li>- [Models exist for] collaborative competitions with HS / USA Swimming</li> <li>- Models [exist for] quad planning</li> <li>- [We have a] number of Olympians from MN to be invited to the table</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>- Separate “programming” [differentiating] USA Swimming / HS / college</li> <li>- HS institutionalized change must be the same for all sports</li> <li>- [Participation in] multiple sports [for all ages] promotion</li> </ul>

#### Hurdles ahead

- Coach perception – getting all coaches on board
- Programming / meet scheduling [that raises top level competitions]
- MSHSL [interest in cultivating relationship]
- Competitive excellence – subset [strategy] of “Cultural Identity” and “Club Development” [initiatives in the strategic plan]
- Must get to ALL clubs involved
- [Must convey the concept of] Get better at the top to bring all up
- Increase qualifiers at USA Swimming Juniors, and Seniors
- What are we missing?