



In this Newsletter

Volume 21 - 05/22/2015

1. The Importance of Diversity & Inclusion
2. USA Swimming Makes Social Media Easier with AT&T Social Deck
3. USADA Testing
4. How to Lead Without Authority: 4 Easy Strategies
5. For Long-Term Success, Give Up These Detrimental Traits
6. When Kids Engage In "Making," Are They Learning Anything?
7. Six Things You Can Do To Be Invaluable To Your Customers
8. Three Circles of Worry
9. How Coaches Can Correct Athletes' Bad Body Language
10. 29 Ways to Drive Traffic to Your Business Website

Dear Coaches,

Quote of the Week

The nobler sort of man emphasizes the good qualities in others, and does not accentuate the bad. The inferior does the reverse.

~Confucius (551-479 BC) Chinese Philosopher

The Importance of Diversity & Inclusion

By Chuck Wielgus, Executive Director USA Swimming

Consider this: In 10 years, the largest Spanish speaking nation in the world will be the United States; and in that same time period, the largest English speaking nation in the world will be China.

Think hard about that... by the year 2025, the United States will be the largest Spanish speaking country in the world! This is an eye-opening statement that should stop you in your tracks.

It was 10 years ago that the Board of Directors of the USA Swimming Foundation identified diversity as an important subject for us to address. Since then, we have talked a lot about how to find ways to bring greater better diversity to the membership of our sport. For its part, the Foundation has sought to help children learn-to-swim, with a special emphasis on reaching those children who might otherwise never have the opportunity to take swimming lessons.

Read more:

USA Swimming Makes Social Media Easier with AT&T Social Deck

Platform offers ways to pull all your favorite social media conversations in one location

USA Swimming this week launched a new social media platform, the AT&T Social Deck, which takes the multiple social media conversations around popular swimming topics like #FunnestSport, #CoachesAre and #SwimBiz and places them in one location to give an easy way to immediately follow and participate in the stream of news and images.

The AT&T Social Deck will feature image-friendly displays that combine social media posts by athletes and fans and allow users an easier way to share. Some of the activations include:

- Photo and Media Walls
- Mosaics
- Multi-Topic Streamline
- In-Venue Spotlight
- Voting on a Question
- Fill in the Blank
- Visually-Appealing Athlete Q&As

"We are bringing a social media dashboard to the pool deck and on mobile to get all of your favorite tweets, posts and pics for swimming in one place," said Matt Farrell, USA Swimming chief marketing officer. "It's like having your own swimming content curator. With mobile consumption growing rapidly, we are taking the flood of great social media content and presenting it in a more visual, dynamic and entertaining way."

One area the user experience will be improved is through a "social streamline" as part of





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the live webcast of USA Swimming Championship Series events, such as this week's #ArenaProSwim Series at Charlotte. While watching the competition and without leaving the screen, viewers can track comments about the event and other designated topics and hashtags.

USA Swimming enjoyed great success with similar activations at the 2014 AT&T Winter National Championships and Phillips 66 Nationals. Through in-venue and online participation, the volume of posts jumped nearly 400 percent over the previous year and the content reached an audience 400 percent larger on a year-over-year basis.

USADA Testing

Are you competing in an event for the 1st time where there may be USADA drug testing?

[Get started here:](#)

How to Lead Without Authority: 4 Easy Strategies

By Krista Kotrola, Inspire, December 2014, Swim Coach and leadership Facebook page

You're an assistant coach, you have no authority among the other coaches. How can you influence them? How can you lead them? Think of your colleagues who are first among equals, and then compare them to these four simple strategies of leading without authority. Chances are they probably exhibit all four.

[Read more:](#)

For Long-Term Success, Give Up These Detrimental Traits

By Harvey Mackay, Special to the Des Moines Register, May 2015

For long-term success, give up these detrimental traits

Success isn't always about dominating the landscape. Sometimes, to be successful, you have to be prepared to give up some counterproductive behaviors that are holding you back — and you may not even realize you're guilty.

Old habits are hard to break. And if you don't even realize that you are practicing some of these behaviors, you may not see a problem. But if others perceive you as a difficult co-worker, it's time to take another look at what you are doing.

Be brutally honest with yourself or ask a trusted associate, and see whether any of these traits describe you. If the answer is yes, an attitude adjustment may be in order.

[Read more:](#)

When Kids Engage In "Making," Are They Learning Anything?

By Annie Murphy Paul, Author, Journalist, Speaker, The Brilliant Report, Tuesday, May 12, 2015

There's no doubt that students find making to be a creative and engaging activity. But as they tinker, design and invent, are they actually learning anything?

Making is too young a phenomenon to have generated a broad research base to answer

this question. The literature that does exist comes from enthusiastic champions of making, rather than disinterested investigators. But there are two well-established lines of research within psychology and cognitive science that can inform how we understand making and help us ensure that making leads to learning. Taken together, these two strands of empirical evidence provide the best guide we presently have for maximizing the learning potential of maker activities.

The first line of research is called cognitive load theory,

[Read more:](#)

Six Things You Can Do To Be Invaluable To Your Customers

By Charles Oskwarek, SME Business Growth Mentor, Commercial Director, LinkedIn, May 10, 2015

In my last post "6 things you should expect from your customers if you don't do this" the focus was on stressed out, crazy busy customers. Here we look at 6 positive things you can do to help your customers/prospects and aim to become invaluable to them.

Ok, we all know that in the last 5 years or so, sales and marketing has evolved more rapidly than in the previous three decades. Technology has put the buyer in control. They regularly self-educate and in most cases are at least 60 to 70 per cent along their decision making process prior to engaging vendors. That is all before you walk in the door, let alone have an opportunity to pitch your wonderful products and services.

So what does this mean? It means that how you sell and who is doing the selling is as important, if not more so, than what you sell. So what's the answer? Don't pitch, help!

Not breaking news, I know, but many companies still do not understand why the old ways of selling are not working as well, or what to do about it. They have moved through the ABC of closing to consultative, solution, and SPIN selling (among others). They've found these methodologies just aren't as effective as they once were.

In the present landscape for customer facing engagements I find it helpful to keep it "SIMPLE":

[Read more:](#)

Three Circles of Worry

By Greg Hague, Pulse, LinkedIn, May 14, 2015

Want to sleep at night? Eliminate worry.

Impossible. It's part of life. Right?

I grew up in the volatile business of real estate. The next sale was financial survival in my early days. Worry was pervasive among newer, unestablished agents like me.

But I rarely worried about anything, business or otherwise. Here's why.

At 14 years old, my dad, Chubby, taught me about The 3 Circles of Worry.

[Let me take you back...](#)

How Coaches Can Correct Athletes' Bad Body Language

By Mike Bray, Notre Dame Head Coach, Positive Coaching Alliance, May 2015

Mike emphasizes here how attuned he is to players' body language. Bad body language can be "cancerous." So he learns to read his players' body language early, to the point where he can tell at the start of practice what kind of day they've had. One technique he uses to correct bad body language is showing video to players so they can see themselves sending negative messages to teammates or even themselves.

[Watch the 2 minute video here:](#)

29 Ways to Drive Traffic to Your Business Website

How to Get Your Business Website Found & Visited Often

By Susan Ward, Small Business Expert, [about.com](#), May 2015

Promoting your business website used to be a very easy process. You made sure your page had some keywords and that the keywords were in the right places for the search engines to find and that was it.

But in the early days, the "worldwide web" very much resembled the science classroom model of the solar system – a few planets circling the sun.

It's very different now, when keywords don't even matter and your website is competing against an entire Milky Way full of websites, blogs and forums.

[Read more:](#)

