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Dear Club President,

An archive of previous editions can be [found here](#):

Quote of the Month:

"He who rejects change is the architect of decay."

~Harold Wilson, former UK prime minister

LSC Leadership Course Available Now

USA Swimming's [LSC Leadership Course](#) is a **free**, one-hour online learning tool that will help members of the LSC gain basic knowledge and understanding of governance best practices as well as their roles on their LSC Boards

[Register now](#)

Team Parent Survey

By Play Positive

The Play Positive Team Parent Survey, developed in partnership with the experts at Positive Coaching Alliance, allows coaches to get feedback from parents on their child's youth sports experience.

With our free, easy-to-use, online tool youth sport coaches can gain valuable insights into parents overall satisfaction and identify areas to be celebrated as well as areas of improvement. Why Survey?

By providing a structured and formal process for parents to provide feedback and establishing an evaluation culture for coaches and administrators, organizations find greater cohesion and a more positive sport environment.

[Learn more at](#)

Upcoming Free Webinars

By BoardSource, October 2015

As a part of USA Swimming's ongoing efforts to provide leadership and skill-building resources that support and strengthen swim clubs and each of you as leaders, we are pleased to offer you a complimentary annual membership with BoardSource. This yearly membership normally would cost you \$99/year per person. This membership is recommended for both the Head Coach and all Board of Director members.

If you're not already familiar with BoardSource, it is widely recognized as the leading organization promoting exceptional nonprofit governance and board service. BoardSource membership is a year-round educational resource that helps to connect, engage, inform, guide, counsel, and support a community of thousands of nonprofit



Dave Thomas
Sport Development
Consultant
Southern Zone
USA Swimming
719-866-3573 Direct Line
719-330-3824 Cell
719-866-4669 Fax
719-866-4578 USA
Swimming Office
1 Olympic Plaza
Colorado Springs, Co. 80909
[email](#)



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leaders from across the country.

Your complimentary BoardSource membership includes access to over 170 downloadable governance documents, a monthly newsletter and access to their free monthly webinars on important issues facing board leaders.

It's very simple to activate your membership! [Just visit here](#), and complete the membership registration form.

Webinar 201: Free to all organizational and consultant members!

[Strategy 3.0: Using Collective Impact for Community Change](#)

Wednesday, October 28 | 12:30 – 1:30 pm ET

Join us for a look at how government, philanthropy, corporations, and social sector organizations of all types, acting in diverse settings, are implementing a collective impact approach to solve large-scale social problems, together.

Webinar 101: Free to all members!

[Rethinking Strategic Planning](#)

Thursday, October 29 | 2:00 – 3:00 pm ET

It's critical for a nonprofit to have a strategic plan. The webinar will introduce a positive paradigm and outline what you need to succeed in combining strategic thinking and practical planning in a new, purposeful, and useful way.

Five Thank You Letters Donors Will Love

Gratitude and Results Help Keep Donors Coming Back

By Joanne Fritz, Nonprofit Charitable Orgs, About.com, September 10, 2015

Gratitude is powerful.

We've always known this intuitively, but now we have proof from experiments in behavioral psychology as well.

Business school professors Adam Grant and Francesca Gino performed simple experiments involving gratitude. They found that when a student who sent a resume to a fictitious employer got an acknowledgement that included a simple "thank you," the student's self-esteem went up.

And he or she was more likely to help another student who later asked for help with a cover letter.

In Adam Grant's book, "Give and Take," he recounts how exhausted health care workers, who worked in isolation from the people they helped, became energized again after meeting one of those people. Grant says, "When people know how their work makes a difference, they feel energized to contribute more."

The same is true of donors.

[Learn more here:](#)

The Most Important Thing That's Missing From Your Business Plan

By Jean Murray, US Business Law/Taxes Expert, about.com, September 9, 2015

Did you know that most small businesses don't have a business plan? And those owners who do create a plan often forget the most important section of the plan. We'll get to that in a minute, but first, why it's important to create a business plan for your new business startup.

Why Every Small Business Needs a Business Plan

A business plan is an essential tool when you are starting a business. Creating a business plan is a worthwhile activity for new business owners.

[Learn more here:](#)

Eight Rules for Good Customer Service

By Susan Ward, Small Business Expert, about.com, September 8, 2015

Good customer service is the lifeblood of any business. You can offer promotions and slash prices to bring in as many new customers as you want, but unless you can get some of those customers to come back, your business won't be profitable for long.

Good customer service is all about bringing customers back. And about sending them away happy - happy enough to pass positive feedback about your business along to others, who may then try the product or service you offer for themselves and in their turn become repeat customers.

If you're a good salesperson, you can sell anything to anyone once. But it will be your approach to customer service that determines whether or not you'll ever be able to sell that person anything else. The essence of good customer service is forming a relationship with customers – a relationship that that individual customer feels that he would like to pursue.

How do you go about forming such a relationship?

[Learn more here:](#)

The Six Measures of a Great Leader

By Michelle M. Smith, ERE Media TNL, July 10, 2015

The business world is changing at a blistering pace.

In years past, a leader's success was measured purely by the size of their organization's balance sheet. Today, a leader wanting to achieve excellence must also excel in a number of intangible factors, as outlined in *Follow Your Conscience*, by Frank Sonnenberg.

- Operating according to sound business ethics;
- Empowering and appreciating their workforce;
- Communicating in an open and honest manner;
- Improving business processes and eliminating waste;
- Developing and maintaining an impeccable reputation;
- Creating a work environment encouraging risk-taking and discouraging fear;
- Unifying the organization around an aspirational mission and shared values;
- Continuously promoting the personal and professional growth of their employees;
- Nurturing trusting, long-term relationships with employees, suppliers, partners and customers.

Great leaders are effective because they're knowledgeable, admired, trusted and respected. These qualities help them secure buy-in for their goals without requiring

egregious rules or strong oversight designed to force compliance.

Great leaders hire great people, train them well, inspire them, and then get out of their way.

Six traits of great leaders are as follows.

[Learn more here:](#)

Avoid These 10 Blunders When Giving Feedback

By The Center for Creative Leadership, September 2015

When you have the uncomfortable task of giving feedback to direct reports, the process will go smoothly if you're aware of the mistakes and what to do to avoid them.

[Learn more here:](#)

Stop Wasting Time With Your Ego

By Louis Carter, CEO and founder Best Practice Institute, September 4, 2015

As a CEO, Director, Administrator, boss, head honcho, or whatever your title, there are certain things that you might do at meetings that are, well, inappropriate!

No, I am not talking about the company Christmas party. Sometimes the CEO position can wreak havoc on our emotions and cause us to act rather oddly.

Take for example the boss that puts his ego ahead of the organization, or the employees. This is a strict taboo. A boss must carefully focus on getting the job done. When a coast guard swimmer is deployed into hurricane force winds to save an overboard crew, she introduces herself and then adheres to life saving procedures as her only emotional focus. Why should you be any different when leading a meeting?

[Learn more here:](#)

Seven Ways Helicopter Parents Can Avoid Ruining Their Children's Careers

By Dawn Rosenberg McKay, Career Planning Expert, About.com, September 2015

How to Stop Hovering and Let Your Kids Find Their Own Way

It is often said roots and wings are two of the most valuable things parents can give their children—roots to know where home is and wings to fly off on their own. There are some moms and dads who have done quite well with the first part of that directive but have had great difficulty with the second. We know them as helicopter parents, a term given to people who micromanage their children's lives, even as they enter their twenties.

Helicopter parents, although they are in most cases well-meaning, can do significant harm to their children as they become adults and begin their careers. Children who have always had their parents decide things for them, frequently find it difficult to move forward on their own without mom and dad's oversight. They lack confidence and may not have the critical thinking skills they need to make decisions and solve problems.

Parents who do not instill in their children the confidence to fly are doing them a great

disservice—one that can stall their progress into independent adulthood.

[Learn more here:](#)

The material in this e-mail is provided for educational and informational purposes only and does not constitute a recommendation or endorsement with respect to any company or product. One of the objectives of the USA Swimming Club Development News is to make coaches aware of potential resources available.

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