

Getting Your Club Program On Track

USING VVMOST and Monthly Reports

By John Leonard

What's the Issue?

- Club coaches, club boards and club parent groups are not always “On the Same Page”.
- Examples: what do the following mean to you?
- Fun. Hard Work. Competitive. Everybody swims. Achievement. Excellence.
- Now, what do they mean to your Board?
- To your parent group?

Getting on track....

- It's been said that the hardest thing of all is to get a group of people headed in the right direction.
- The next hardest is to “get the right people on “the bus.”
- We're doing to discuss how you do both.
- It's all about leadership of your team. If you don't want to lead, you're on the wrong teleconference.

Three Key Questions..

- 1) Do you know where you want to go?
- 2) Do you know how to get there?
- 3) How do you know that the rest of those you lead, want to go to the same destination (goal)?

To Get them on track, you need a PROCESS....

- Process rather than one time thing.
- Requires commitment from Board and staff to GET ON THE SAME PAGE. (intent has to be the same.)
- It takes some time.
- Can't skip a step. Have to proceed systematically.
- What's the Process?

It's called VVMOST.

- Values
- Vision.
- Mission
- Objectives
- Strategy
- Tactics
- Here's the definitions.

Values

- What do you care about deeply?
- What do you want your child to gain from the swim team.
- Spend the most time determining these.
- It's where the problems lie.
- These must be ENDURING.
- Process is critical. (coming back to that.)

Vision

- The destination...where you want to get to.
- Write it in the present day, as if you are already there.

Mission

- The Roadmap.
- How you are going to get there.
- Using what resources, by what means, and methods.
- What are your biggest assets?
- What are your biggest obstacles to deal with?

Objectives

- Major measurable achievements that put you in the direction of reaching your Vision.
- Measureable.
- Objective.
- Clear.
- Should be 1-3 year time frame to achieve.

Strategy

- What are the TASKS necessary to reach your objectives.....what are you doing about them right now?
- Objective, measurable.
- Timeline, and responsible parties.

Tactics

- What are we doing THIS MONTH to reach our objectives?
- Who's doing it?
- How do we measure it?
- How do we evaluate our success?
- What do we need to overcome to achieve our work tactics this month?

Now, lets put a practical example to
it....

- One of our club values is providing social opportunities for all athletes on our team within the team structure.
- Part of our VISION is that we provide a family atmosphere where people of all ages are comfortable and play a satisfying role.

Continued

- Part of our Mission is that we'll provide quarterly family evenings when the entire team can be engaged together.
- One of our Objectives is to have one outing per quarter that can involve the entire team.
- This quarter, we're going to a "teams course" of challenging physical activity and then we'll have a picnic.

Continues.

- Our STRATEGY is to have a committee of parents and assistant coaches determine the logistics of making this event happen.
- Assistant Coach Joan Smith is in charge.
- We decide to have a flyer out to all families by Oct. 15 with participation responses by Oct. 31.
- Payment due Nov. 10.

Continues...

- Tactics: November
- 1. Compile list of attendees and collect dollars
- (Joan Jones)
- 2. Organize picnic (Mr. Richard Beans) with assignments by Nov. 10.
- 3. Create competing sub-teams – Coach Smith by Nov. 12.
- Run the event – Nov. 15 and evaluate Nov. 30, Coach Smith and Board VP Edwards.

VVMOST Process...

- 1. Who's in the room?
 - 2. How do you select?
 - 3. Moderator and their role.
 - 4. parking lot.
 - 5. Philosophy of participation.
 - 6. "reading the room"
- Getting started
 - Strategic breaks and their effect.
 - How long on each?
 - Values – critical
 - 1) 3 rounds
 - Speak, listen, list
 - Define/explain
 - Challenge
 - Reaching consensus.

VVMOST Long Term.

- Provides EVOLUTION not REVOLUTION.
- Let's new people add new ideas without disruption.
- Keeps the club on an even keel.
- Provides touchstones for all decisions to be measured by.
- Has to be periodically repeated.
- New people, automatically redo VVMOST.
- Needs monitoring system and commitment from club Leadership.

Successful VVMOST Process does
require.....

- ***That Club leadership, both volunteer and professional, be truly committed to the best results for the organization and NOT to selfish personal desires.***

Following up...The monthly report.

- ***If you are a CEO leader coach,
YOU do the monthly report.***

Why?

- Permanent record of the club and what's is done and decided to do.
- Allows for decisions based on FACT and not on “I think” or “I Feel”.
- Makes everyone accountable. Everyone.
- Accountable. (got that?)
- Both aspirational and inspirational to all if done properly.

What is the Monthly Report?

- It's a tool to keep track and keep measuring everything your club and you care about.
- And once you've done a VVMOST, you know what you care about.
- Now to make it real, you have to report on progress and use that as a driver to get real world work done.

What Goes into the Monthly Report?

- What do you care about?
- What does the VVMOST demand?
- What can be objectively measured that provides a “snapshot” of the club at any given month?
- Can be both objective (preferred...) and some subjective (if valued by all.)

Examples:

- 1. We value spreading the good of our sport to more athletes. So we measure number of athletes....and attendance.
- 2. We value swimming fast, so we measure how many athletes of each gender and each age group have “A” times, “B” times, etc.
- 3. We value financial stability...so we measure income and expense levels month to month, year to years, etc. We measure reserve.

More examples...

- We value swim meet participation, so we measure how many athletes in how many meets, swam how many events this month?
- We value fast swimming, so we measure best times in all ages, all events at all meets.
- We value expansion, so we measure our work to add more pools, more pool time, more practices. Etc. etc. etc. Limited by....nothing!

Using the Monthly Report.

- Who gets it? When?
- Board? Members? Committees?
- Key facility personnel?
- Key School personnel?
- Who needs to be “sold” on the value of your team?
- Philosophical issues.

I enjoyed doing this....

- Hope you feel it is of value.
- Feel free to communicate for questions or help anytime...
- John Leonard
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- 1-800-356-2722. All the Best ! JL