



Why Do We Swim (and beyond)

Paige Buehler, LMSC Development
USMS Convention - Kansas City, MO
October 2, 2015

Goals

- Better understand why we swim and why others swim
- Learn about the difference between What we do and Why we do it
- Create a swimming or volunteering “Why” statement
- Discuss how to put this information into use

Start With Why – Simon Sinek

TEDx Puget Sound

- https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action - Full Version
- <https://www.youtube.com/watch?v=IPYeClXpxw> – 5 minute shortened version

The Golden Circle

- What – everyone knows what they do or make
- How – the value the organization adds
- Why – much fuzzier to identify and communicate

People don't buy what you do, they buy why you do it.

Activity: Create a “Start With Why”

- Groups of 4-5 people
- 15 minutes

- **Why** do we (USMS and its LMSCs) exist?
- **How** do we differentiate ourselves?
 - What’s our “value proposition”?
- **What** do we make, build, offer members and volunteers?

Using the Message

- Create a “Start with Why” message specific to an LMSC
- Launch from it into identifying goals and resourcing them
- Motivate volunteers
- Recruit
- Retain
- Rearrange
- Refer back to it when Recognizing volunteers