



April 2022

Good Morning Friend,

I don't know about you, but March was... a lot.

April brings us that much closer to the outdoor pool season, a high point for many of us, but - with so much suffering in the world - you also have to wonder: does swimming even matter in the grand scheme of things?!

This month's newsletter is a bit shorter because we all go through phases where our enthusiasm for life is challenged by one thing or another, and this is mine.

I spent 1998-1999 living in Kyiv, Ukraine. Our closest post office was Independence Square. I rode those deep subways daily. I've been to Odessa, Lviv, Kharkiv, Yalta. I used to be fluent in Ukrainian. I dropped that from my resume pretty quickly - until roughly six weeks ago, no one cared, or they told me I spelled Kyiv wrong.

A few weeks ago, I read [this newsletter by David Epstein](#). It's a long piece about Russia's invasion of Ukraine, but what's really stuck with me during a challenging few weeks is his comments on the [Great Man Theory](#).

"Tolstoy unrelentingly points out how the actions of supposedly singular geniuses like Napoleon are less significant than they believe; he emphasizes the impact that individuals on the ground can sometimes have in war, especially when they react quickly — almost unthinkingly.

Those individuals don't have a grand strategy, but happen to respond in a moment when their action can galvanize the spirit of a much larger group. It isn't even what the individual intends, but by chance, their spirit spreads like a contagion."

Read those last two sentences again. Most aquatic professionals ("individuals on the ground") are leading complex facilities or large

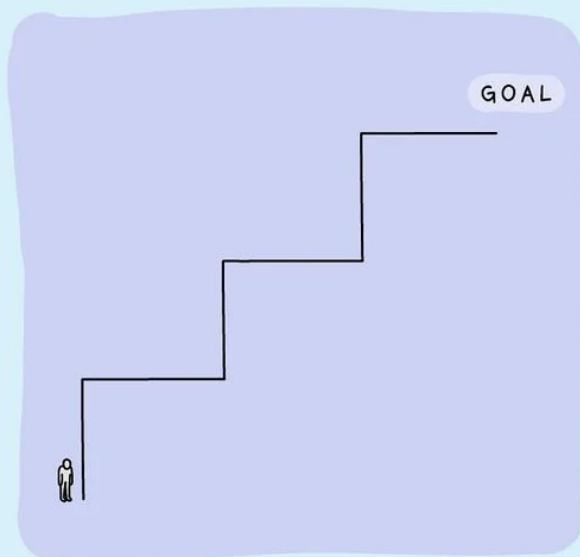
teams with little-to-no oversight from upper management ("Napoleon.")

We get so frustrated because we feel like we lack the strategy to accomplish our goals, but what's staring us right in the face is that our spirit is enough to galvanize what we need for right now. Sometimes just showing up is enough.

Katie Crysedale
Founder, Lakeview Aquatic Consultants.

PS. Here's a [great article](#) I really needed - you might need it too!

THE POWER OF SMALL STEPS



LIZ FOSSLIEN

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Great Expectations, Poor Communication

Read Katie's latest article in the March issue of [PoolPro Magazine](#).

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I'm not a competitive person, so I'm *not* the target audience when a business engages in a 30-day challenge. A lot of challenges fail because they are poorly thought out in terms of business strategy: they generate a quick influx of cash, but don't actually cultivate brand loyalty.

Sure, customers come more frequently during that 30-day period, but it doesn't last or generate real change.

In February, my gym announced a bingo challenge: complete a row, and be entered to win prizes. Multiple rows get you multiple entries to win. Because I wasn't participating in the challenge, it took me a few visits to realize all of the bingo spots were **filled by new or underperforming programs!**

A month after the challenge ended, I can tell you the bingo was really successful expanding program participation precisely because people were pulled into classes they would otherwise never attend, featured prominently on the grid.

The desire to win a prize tipped customers into trying a new time/instructor/activity that, in turn, better spread revenue across

classes; the habit stuck and customers were no longer wary of the unknown.

What kinds of things are you doing at your facility to genuinely encourage participation in your less-popular or less-well-known programs and amenities?

Katie Crysdale

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