



October 2021

Good Morning,

What is the most pressing issue facing aquatic facilities this month?
Proof-of-vaccination programs.

To be clear, I unequivocally support widespread vaccination to help our medical system deal with surges of the Delta variant. As a business owner, I also understand a business owner's bona fide choice to implement standards for service (e.g. no shoes, no shirt, no service). That includes requiring proof of vaccination or not requiring proof of vaccination, depending on the business's point of view (positioning), customers and audience.

Consumers vote with dollars. Don't like what a business is doing? Take your money somewhere else. Love what a business is doing? Double down on consumption and tell your friends.

This week's announcement from [United Airlines about the success of their vaccine enforcement program amongst staff](#) provides an peek at how vaccines as a service item and market (product) differentiator are here to stay, including in the aquatics/swimming pool industry.

But what does that mean for you today? Requiring proof-of-vaccination is still a very new idea for many people who've never traveled internationally. Despite government education, it's caught people off guard. They already have [decision fatigue](#) in every other area of their life, and now - being asked to *decide* if they want to use your facility for their child's swimming lessons - is the last straw. (Most people are also not accustomed to having their choices limited in any way since they entered adulthood, so that adds a layer of complexity, too.)

The result? Clients are taking it out on frontline aquatic staff: junior guards, cashiers, customer service reps, booking agents, etc.

In my opinion, a major exacerbating factor is the reality that the ownership of most aquatic facilities is vague and mysterious. Is your local recreation center a municipal asset? A joint use agreement with provincial/state or federal government? What about non-profit local partners? Even with hotels or condo buildings, is it a local business arm or a large national/international conglomerate?

Our customers *literally* do not know, so they yell at the face directly in front of them. If you've made it this far, I promise there's a point to all of this!

I have two action items to address - whether you know it or not - what is your most critical operational challenge right now.

1) Publish a statement widely (newsletters, social media, paper posters, whatever works for your customers) clearly identifying ownership of your organization and what level of management (people) make strategic decisions. (Proof-of-vaccine programs are not just service-level decisions.) Don't punt it ("Just call your Councilor!") clearly educate about the org structure and governance for every single one of us who have no idea what happens behind the scenes.

2) Get out on the front lines with your team. Whether you're buying them Bailey's Irish Cream to refill that Starbuck's cup or managing with compassion, get out on the front lines this week - **it's worse than you probably even know.**

One client I visited spent, on average, 6 hours a day dealing with escalated complaints last week; someone else told me they stopped answering the phones for a few hours because staff were so overwhelmed.

NOW is the time to order a pizza lunch, write thank you cards, get that extra box of Halloween candy, open up the swag cupboard. Gifting is often heavily seasonal (Christmas/year end), and it really shouldn't be. We need to reinforce hard work and good behavior *at the time it happens*. This is vital for our team's mental health.

And for those of you who say you don't have a budget? Take in the recyclables, raid the money collected in lockers, call HR and insist on the same money allocated to dry work teams, talk to the supplier you just did your end-of-year ordering from. Get creative before you have to get hiring.

As always, if we can help in any way, hit reply to this email.

-Katie Crysdale
Founder, Lakeview Aquatic Consultants.



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Upcoming Events

Pool & Hot Tub Alliance (PHTA)

Certified Pool Operator (CPO) Class



CERTIFIED POOL OPERATOR CLASS

October 18 - 21, 2021
10 am - 2 pm EST
100% Online



www.LakeviewAquaticConsultants.com



Join us for CPO training in a safe, live environment on Zoom with students across North America. Feedback from a student yesterday -

"Thank you for your professionalism, Katie. You were awesome and made this day a pleasure!"

A reminder: our rate goes up to \$495 CAD/person effective January 1, 2022.

The complete 2022 virtual Certified Pool Operator (CPO) schedule is now posted and open for registration. This is one thing you can put on the calendar and know that it won't change!

[2021 CPO Class Schedule](#)

REGISTRATION NOW OPEN! 2022 CPO CLASSES



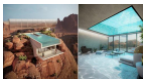
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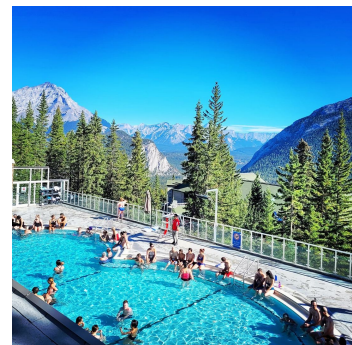
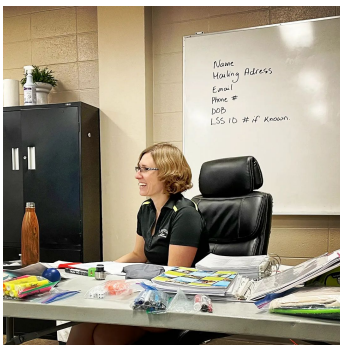


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