



# I'M NOT THE BOSS, I'M A COACH

KIM WHATLEY, CPRP

CITY OF DECATUR PARKS AND  
RECREATION

You get the best effort  
from others not by  
lighting a fire beneath  
them, but by building a  
fire within.

- Bob Nelson

A group of business professionals in a meeting, looking at a tablet. The text "IT'S TIME TO TREAT REC LIKE A BUSINESS" is overlaid in pink. The scene includes coffee cups and a person in a suit pointing at the tablet.

**IT'S TIME TO TREAT REC  
LIKE A BUSINESS**

**EVERY  
PROGRAMMER/C  
OORDINATOR/  
SUPERVISOR/  
ADMIN/ ETC....  
RUNS A  
BUSINESS**

Their business is their job  
responsibility

Do they run an Athletics,  
Youth camps, Front Desk,  
Aquatics, Marketing  
business?

# WHAT IS A PART OF THEIR BUSINESS

**Program(s)/Facility  
itself (Product)**

**Guest Experience  
(Customer Service)**

**Team Members  
(Human Resources)**

**Registration (Sales)**

**Marketing  
(Advertising)**

**Revenue/Expenses  
(Finance)**

# THEY CAN'T DO IT ALL ALONE

- They **Must** have **Resources**
  - How to **use the other Business Owners** (Their Peers/Other Departments) to be successful
  - Tools to **track their business** success
    - Registration software
    - Customer Surveys
    - Revenue/ Expense Tracking
  - A **Business Coach**



# WHY MAKE IT THEIR BUSINESS

**Buy-in** to the job

**Ownership** of all the processes

Brings the whole team to the  
**Same Goal**

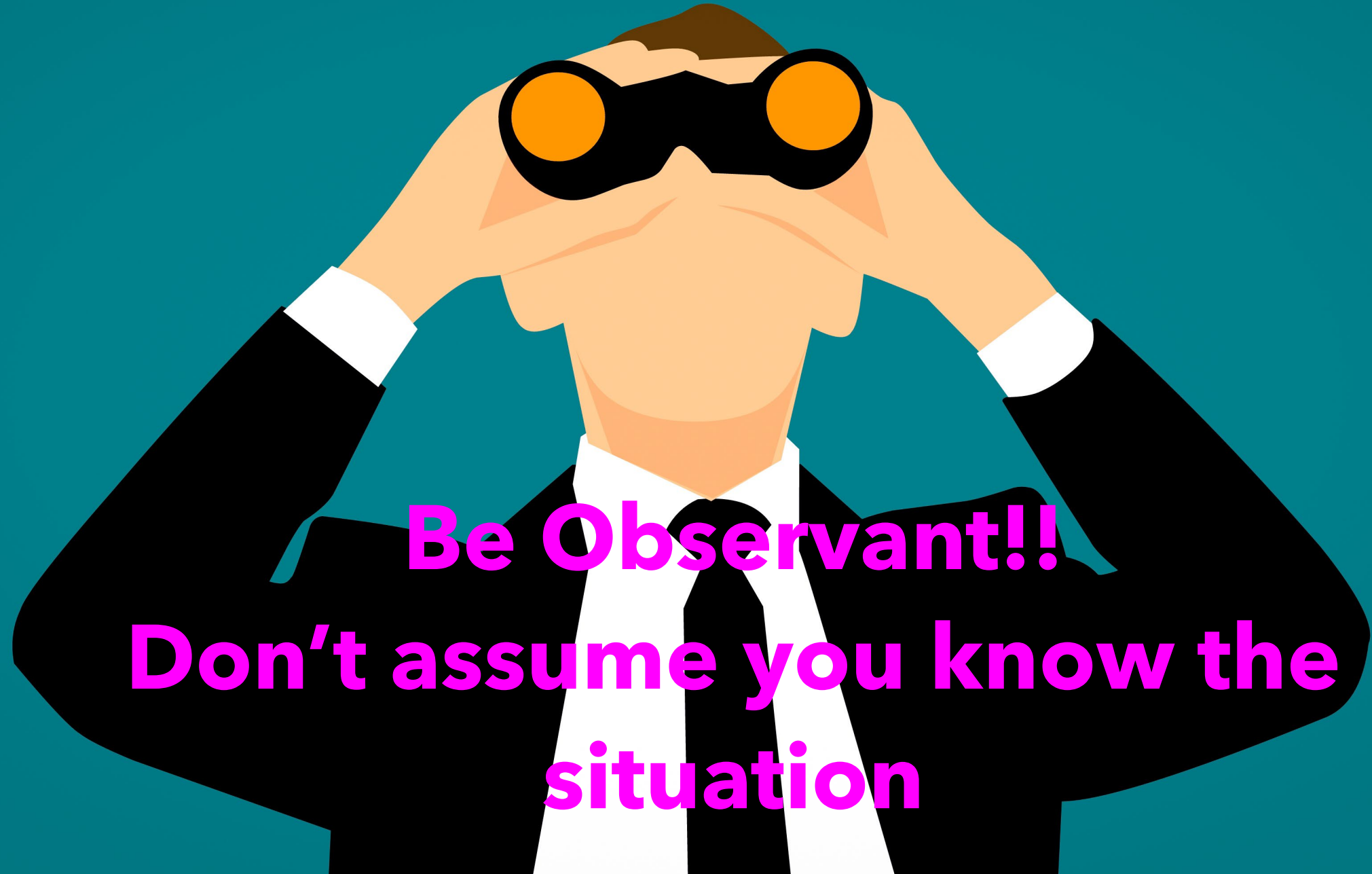
Gives them the responsibility to  
**Voice their Needs**

MANAGING	COACHING
Reacting	Goal-setting/planning
Telling	Exploring
Directing	Facilitating
Authority	Partnership
Immediate needs	Long-Term Improvement
Specific outcome	Many Possible outcomes
Infrequent Communication	Constant communication
Waits for performance review to bring up mistakes/Annual review only	Brings up mistakes in real time providing constant feedback





**YOU ARE THE COACH AND  
AS THE COACH YOU...**



**Be Observant!!**

**Don't assume you know the  
situation**

The background is a vibrant teal color, densely populated with numerous speech bubbles of various colors including red, yellow, pink, purple, and grey. Each speech bubble contains a large, dark blue question mark. The bubbles are scattered across the frame, creating a pattern that suggests a constant stream of questions or inquiries.

**Ask good questions**

SHOW UP

MUST BE  
PRESENT  
TO  
WIN





**HELP THEM SEE  
STRENGTHS  
AND WEAKNESS**

# HELP THEM GET AND USE RESOURCES



**SUPPORT AND  
ASSIST IN  
THEIR  
GROWTH AND  
LEARNING**



**HELP  
THEM  
WHEN  
THEY  
NEED IT**





# ONE ON ONE

---

Bi-weekly or Monthly depends on **their need**

---

It is **mostly their time**- it's their business

---

Have a **structured set** of things to discuss (one note)

---

**No** Surprises

---

**Ask more questions** than you give answers

---

**Coach** not Lecture

---

# THEIR BUSINESS PAGE- ONE NOTE

Annual  
goals for  
business

Revenue  
goals for  
business

Personal  
work goals

Items for  
discussion at  
meetings

Things on  
their plate

# Aqua Coordinator of Programs

Monday, November 7, 2022 1:00 PM

Next one on one                      Date

## Topics to discuss

1. Swim Meet in house
  - a. Hospitality
  - b. Who can work timing room
  - c. Timelines for meet
2. Hiring of Instructors
  - a. Possibility of in house Job Fair
  - b. Increase marketing
3. Last sessions feedback Review
  - a. Discuss issue with specific instructor
  - b. How to handle safety days better

## Kim's Items for Discussion

1. Studying for CPRP
2. Deadline for program entry
3. Needs for people for Swim Meet

Personal Goals for FY 23	Completed
Achieve my CPRP certification	
Renew my CPO	
Recruit all team members needed for Summer Swim lessons by April 15th	
Create and Implement Annual Training Meeting Plan For Swim Instructors	
Hire and Train Deck Supervisor for Lessons	

## Upcoming things on my TODO:

- Swim Meet @ home
- New session start
- Need to put in Summer swim lessons to Rec1
- Hiring for summer
- GRPA Meeting
- 

Revenue Category	Year to date	Budget FY 23	Revenue to Go	% of Budget Goal
Water Aerobics				
Group Swim Lessons				
Private Swim Lessons				
Camp Days/PNO				
Swim Team				
Special Events				

Annual Business Goals for FY 23	Where are now	What needs to be considered
Increase participation in group swim lessons from Sept-February by 10%		
Increase Swim Team participation by 12%		
Increase attendance at all special events by 15%		

# GOALS

- **Business**
  - **Increased # of participation in specific space/program/etc.**
  - **Engagement in social media postings**
  - **Increase offerings- program/ special events/ drop-ins**
- **Personal**
  - **Learning opportunities**
  - **Project involvement**
  - **Leadership opportunities**
  - **Prepping for next steps**



SMART: Specific, Measurable, Achievable, Results-Focused, and Timely

Goal	SMART Goal
1.	<p>What:</p> <p>How:</p> <p>Why:</p> <p>When:</p> <p>Completed Goal:</p>
2.	<p>What:</p> <p>How:</p> <p>Why:</p> <p>When:</p> <p>Completed Goal:</p>
3.	<p>What:</p> <p>How:</p> <p>Why:</p> <p>When:</p> <p>Completed Goal:</p>

# STRUGGLING TO GET GOAL??

## SPECIFIC. MEASURABLE. ACHIEVABLE. RELEVANT. TIMELY GOALS

Your Goal: \_\_\_\_\_

### OBSTACLES AND SETBACKS

What are the obstacles that you can foresee getting in the way of your accomplishing your goal? What are some solutions or actions that you can take to overcome these obstacles and potential setbacks?

	Obstacle or Setback	Solution and Action Item
1.		
2.		
3.		
4.		
5.		

### ACTION ITEMS AND TASKS

List at least five action items or tasks to help you achieve your goal. Assign target dates to tasks that are not daily. (Set a target date for weekly tasks)

	Action or Task	Target Date	Completed Date
1.			
2.			
3.			
4.			
5.			
6.			
7.			

How will you reward yourself once you've accomplished your goal?

# **WHY REVENUE TRACKING**

**If you don't ever care about revenue, you won't ever care to make changes!!**

**It is the bottom line of how healthy your business is**

**They are responsible for it at the end of the day**

# Program Evaluation Form

**Program Name:** Babysitter's Training + CPR

**Session/Dates:** March 2021

	Budgeted	Actual
<b>Participants</b>	12	13
<b>Revenue</b>	\$1,068	\$1,068
<b>Expenses</b>	\$838.04	\$871.74

**List any ways that expenses could be reduced, or revenue be expanded.**

- Red Cross fees increased, we could increase the total cost of class to cover this added expense
- Babysitter's Training Handbooks are expensive. Look for alternative ways to provide participants with materials.

**Survey Feedback-** Provide positive and negatives

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Action Items for Program:**

1. Look to increase cost of Program for next FY due to increasing Red Cross Fees
2. \_\_\_\_\_
3. \_\_\_\_\_

**Submitted by:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**PROGRAM  
PLAN  
WRAP-UPS**



# TEAM MEETINGS

---

Bi-Weekly/Monthly- depends on needs

---

Meeting is to keep team on same page and to share where they need support

---

Structured- everyone gets their turn

---

Have an actual agenda that can be written on-print or send out early to prepare

---

Have an opportunity for growth/learning (if bi-weekly maybe once a month)- maxwell workbook/book club/etc

# COACHING

**“Behind every fearless player  
is a fearless coach who  
refused to let them be  
anything but the  
best they can be.”**

# Questions/ Feedback

CONNECT :  
LINKED IN -  
KIM -  
WHATLEYRECPRO

