

Issue Bin - SAWS

Source of Information: Value Proposition Canvas Meeting, 2.27.2018

- A. Help customers to reach a goal
 - a. Tailor workouts to swimmer's skill set
 - b. Low pressure training regimes for new swimmers
 - c. Strength Training Program
- B. Multi Point Value Promotion; Health, Training, Communication
 - a. Improve Communication
 - b. Shoulder health awareness (acromion and rotator cuff tears; defect in 15% of population)
 - c. Support desire for social interaction in/out of pool
 - d. Pair up experienced members with new members
 - e. Continue work and support of SAWS website
 - f. Multi-pronged communication to make it more accessible to all
 - g. Google group, social platforms for posting
 - h. Info & clinics – variety suggested
 - i. Promote shorter swim opportunities – opportunities to participate in events without a meet.
- C. Emphasis on open water swims
 - a. Open water practices as a group
- D. Lack of facilities – help create a plan to address
 - a. Workout times to ensure that we hit popular/valued times
 - b. Evening available workouts
 - c. Where there is water establish a program (increase capacity)
 - d. Collaborate with Cities to gain more swim opportunities/venues
- E. Involve ourselves in the community to achieve our goals
- F. Maintain high level of coaching skill