



*“A Dream Scenario –
Combining The YMCA
Mission with Common
Business Practices in Fitness”*

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Purpose



Prepare

Prepare for a conference of mission based organizations

Define

Define Common Values

Operationalize

Operationalize Common Values

- Programming
- Facility design
- Equipment selection
- Technology use

CORE VALUES OF DISNEY

- Ignite the magical wonderment of childhood
- Entertaining the world through vision
- Story telling



YMCA: Driven by mission



For Youth Development
For Healthy Living
For Social Responsibility

Today, the YMCA is guided by four core values:

- Caring
- Honesty
- Respect
- Responsibility

FISA: Driven by Mission

- Provide market intelligence and unique events that enable our members to better understand the commercial sector and meet the needs of commercial facilities and their customers

The FISA icon represents our efforts to serve the three key constituencies of the commercial fitness business



Group Work

- Define your values at your branch/association or your organization
 - Write them down on the flip chart paper



Group Work

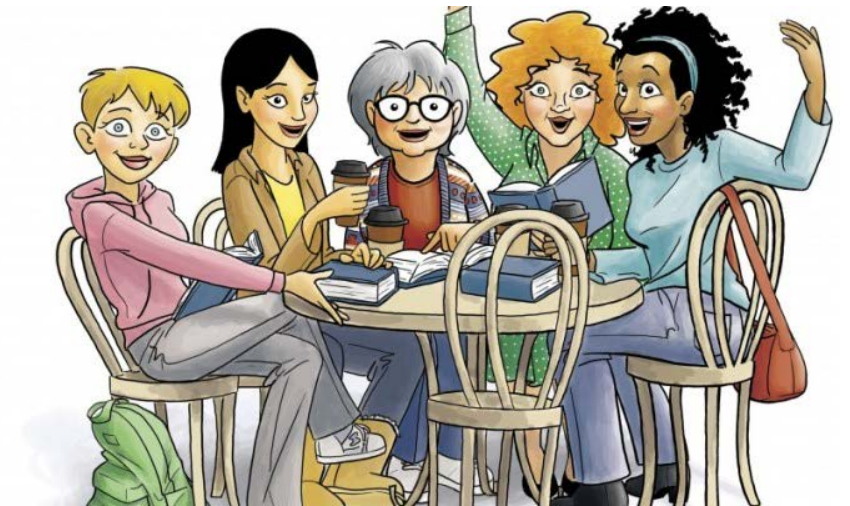
- Which values are you focused on in 2018 – 2019?
 - Circle that highest priority



Operationalize your values

My Priority Value - Socialization

- Build relationships
- Add to the community fabric
- Diverse initiative – youth to seniors
- Create organic support groups
- Increase program retention
- Increase membership retention



Operationalizing Socialization *BON



- **Programming**



- **Facility Design**



- **Equipment selection**



- **Technology**

Operationalizing Socialization *BON



- **Programming**

- Group programs
- Diverse group programs
 - among groups
 - within groups



- **Facility Design**



- **Equipment selection**



- **Technology**

Operationalizing Socialization *BON



- **Programming**

- Group programs
- Diverse group programs
 - among groups
 - within groups



- **Facility Design**

- Inside and outside
- Organic Social areas
- Intentional group settings
 - Ready
 - Active groups
 - Recover



- **Equipment selection**



- **Technology**

Operationalizing Socialization *BON



• Programming

- Group programs
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• Facility Design

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• Equipment selection

- Cardio for socialization
- Strength for socialization
- Functional for socialization
- Aquatics for socialization
- Gymnasium



• Technology

Operationalizing Socialization *BON



• **Programming**

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• **Equipment selection**

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• **Technology**

- Communication
- Inviting people:
 - Groups
 - Events
- Educating
 - Staff
 - Members
 - Public
- Celebration
 - Content delivery
 - Recognition
 - Mission achievements
- Tracking
 - Fitness challenges

Operationalize Your Priority Value



- **Programming**



- **Facility Design**



- **Equipment selection**



- **Technology**



If you were King or Queen for the Day

What would be the top value you
would like our entire “fitness
movement” to focus on?

Closing

- Share and celebrate values
- Solve challenges together
- Create your own pilot studies
- Invest in your solutions not just equipment/services/technology
- Create shared partnerships with suppliers/the Y
- Change the world ...just a little..



Questions/Comments