IAAPA EXPO

CONFERENCE: Nov. 15–18, 2021
TRADE SHOW: Nov. 16–19, 2021

IAAPA.org/IAAPAExpo

@IAAPAHQ | #IAAPAExpo

Successful Water Park Operations

THE PEOPLE ARE JUST AS IMPORTANT AS THE WATER

2021 Water Park Lunch & Learn

Your Panel

Denise Beckson
The Morey Organization

Mary Southwick
TrainerTainment

George Deines
Counsilman-Hunsaker

Shawn Welch
Shawn Welch Company

Becoming The Premiere Employer in Your Community

Mary Southwick, TrainerTainment

If all things are equal for potential team members, what will bring them your way?

Build the connections with team members and community

- Get to know your team

- Find out what's important to them

- Let them know they're important

Attain and Retain with your Core Values

Fun
Being, having and promoting fun.

✔ **Looks like**
- Joy
- Energy
- Smiles that lead to laughter
- Finding humor in both positive an negative situations
- Being prepared to have fun in the game

✗ **Doesn't look like**
- Not present
- Living on the ledge

Intentional Learning

✔ **Looks like**
- Forward thinking - anticipating future needs and learning more
- Reading and asking questions
- Sharing learnings with others
- Digging in - taking ownership for understanding and knowing
- Being coachable

✗ **Doesn't look like**
- Not looking for answers yourself
- Not taking ownership for training
- Not listening to our clients and each other for ideas

Being in Service
To One Another

✔ **Looks like**
- Helping each other - inside and outside the company
- Inspiring and motivating others
- Doing what you say you will do
- Taking ownership - for your behavior whether action or inaction
- Forgiveness
- Assuming the best in others
- Accepting the limits of self and others

✗ **Doesn't look like**
- Playing the blame game
- Holding grudges
- Not being trustworthy

Taking Initiative

✔ **Looks like**
- Seeing needs/filling them
- Bringing your brain to the table
- Asking for help
- Adapts and thrives in virtual environment

✗ **Doesn't look like**
- Waiting to be told what to do
- "It's not my job"
- Not being willing to jump in and use your talent where necessary
- Lying to the guest or each other when we are not sure of the answer.

Being High Performers

✔ **Looks like**
- Having great behavior regardless of what's going on
- Having top level prep and action
- Sharing joy with others
- Doing things the TTT way - delivering fun training that produces serious results
- Willingness to be in the game

✗ **Doesn't look like**
- Doing just enough to get by
- Making excuses

Attain and Retain with your Core Values

Training and Expectations

- Provide training for all areas
- Clear expectations
- Seek to understand
- Don't give silent approval

Become the Premiere Employer in Your Community

Say what you mean and mean what you say

- Be Honest
- Post days and hours you need
- Be flexible

Be present in your business

- Inspect what you expect
- Be open to conversation
- Walk around
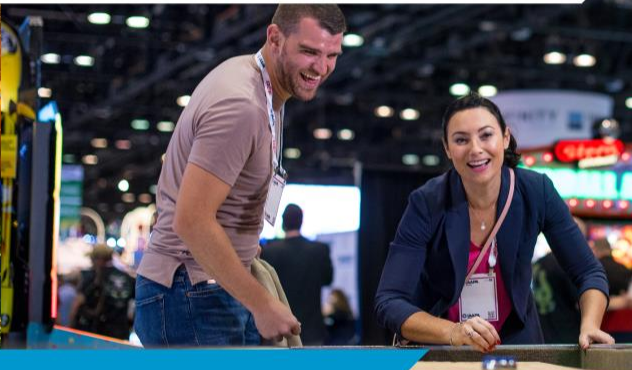- Be authentic
- Be part of your community
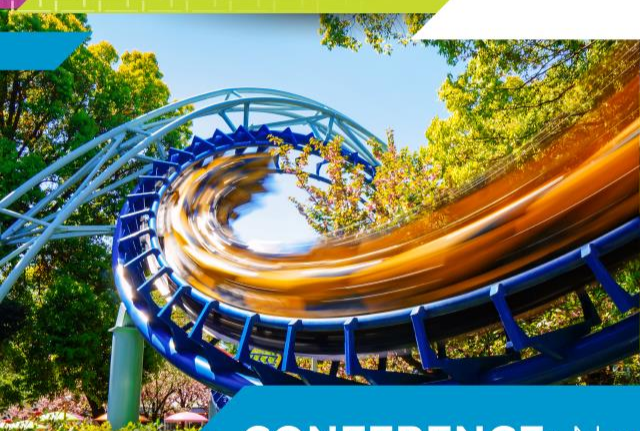
Recap

- Build the connections with team members and the community

- Attain and Retain with Core Values

- Training and Expectations

- Say what you mean and mean what you say

- Be present in your business

Finding Success with the Five Types of Water Park Employees

George Deines, Counsilman-Hunsaker

Types of Aquatic Employees

SUPERSTAR | SWEETHEART | SWAYED | SLACKER | SCUM
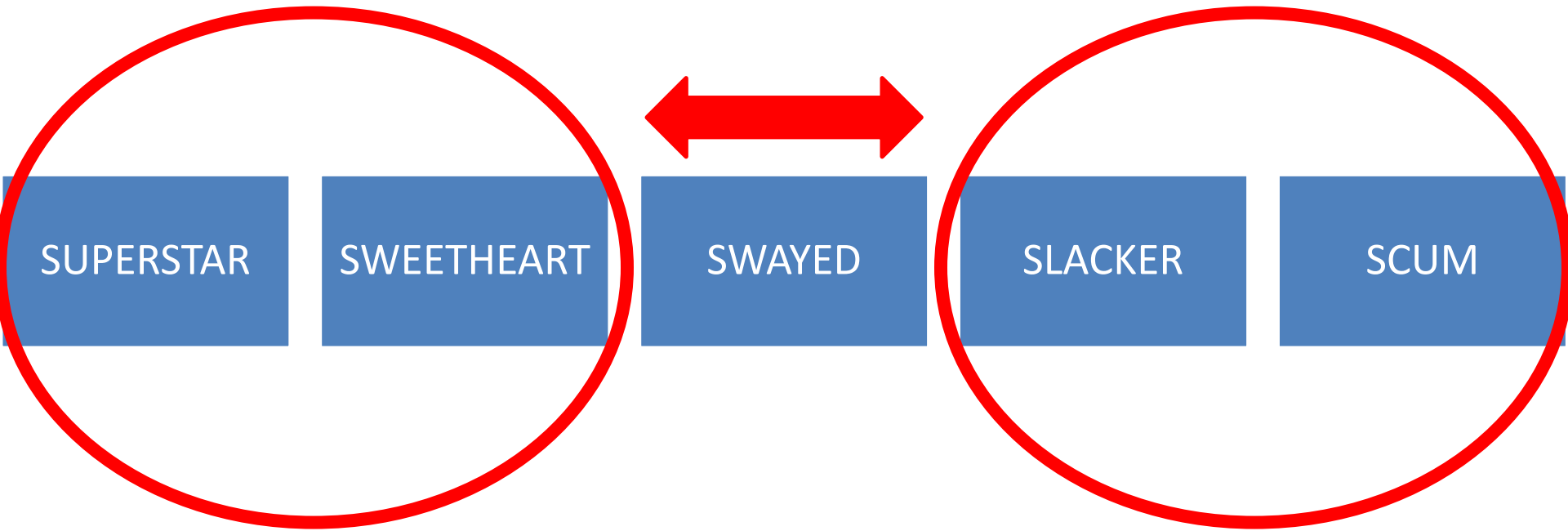
Management

SUPERSTAR	SWEETHEART	SWAYED	SLACKER	SCUM
Leads others to greatness while proactively managing on the pool deck	Proactively managing on the pool deck	Comes out of office based on influence of others	Comes out of the office when needed	Sits in the office

Lifeguards

SUPERSTAR	SWEETHEART	SWAYED	SLACKER	SCUM
Only lets those 48" and over ride the waterslide	Follow rules, but might give in to parental pressure	Follows rules based on influence of others	Sometimes lets someone under 48" ride the waterslide	Doesn't care who rides the waterslide

Guest Services

SUPERSTAR	SWEETHEART	SWAYED	SLACKER	SCUM
Engaging with all guests, perfect cash drawer, cleans everything	Great service-oriented team member, might have trouble with problem guests	Greets guests based on influence of others	Cash drawer isn't perfect , overlooks cleanliness, has good and bad days	No greeting or eye contact with guests, doesn't go out of their way to help

Superstar

- High performers
  - Great attitude
  - Take their job seriously

- Future leaders
  - Take charge when needed
  - Continually model exemplary behaviors

- Model employees
  - Always willing to go the extra mile
  - On-time and ready to go

- Miniature version of you!
  - Exemplary skills

SUPER STAR

Superstar

Leadership training

Care and support of their supervisor

Opportunity to lead

Empowerment

Sweetheart

- Model employees

- Lacks some ability to lead an entire team

- Display frustration at others' lack of ability or motivation

- Ability to be self-sufficient without prodding or oversight

- Struggles with saying "no" to team members and guests

Sweetheart

| Positive reinforcement | Leadership opportunities | Tools to continue to succeed | Realistic goals and work plan |

Swayed

- Team members with the capacity for greatness

- Team members with the capacity for failure

- Easily convinced to model good or bad behaviors

- Behavior largely dependent on their initial social group

Swayed

Be rid of their capacity for complacency

Receive encouragement from fellow team members

Strategically placed in a group of sweethearts or superstars

Encouraged by leadership of their inner greatness

Slacker

- Lack of motivation or ability to go the extra mile

- Barely get their job done in a satisfactory manner

- Potential to be trained into being a high performer

- Potential to take a step back and get even worse

- Constantly need prodding, oversight, coaching and discipline

Slacker

Told the truth about their current condition

Encouraged to attend a custom "Slacker School"

Taken under the supervision of sweethearts or superstars

Shown the effects of their slacking and the rewards for greatness

Scum

- The worst type of employee!

- Lacks motivation in all respects to the job

- Inability to have a good attitude, be on-time for work or perform skills adequately

- Known as the malcontent among other team members

- Brings down morale of the rest of your team

- Debatable if you should even let them on the property

Scum

A "No Holds Barred" Reality Check

To be shown the consequences of their detrimental behaviors

Around-the-clock supervision

A final warning

Developing a Plan

Superstar Academy	Sweetheart Seminar	Swayed Symposium	Slacker School	"Scum to Jesus" Meeting
• Leadership • Risk Management • Team Performance • Job Functions	• Define role • Extend gratitude • Dealing with Swayed, Slacker and Scum • How to be a superstar	• Preach Importance • Display Benefit • Define Purpose • Future Rewards	• Define Behaviors • Refine Work Ethic • Promise Effects • Coach to Achieve	• Bad Hiring • Bad Training • Bad Employee • Bad Fit

Developing a Plan

- All training should focus on specific and tangible behaviors.

- A direct correlation exists between behaviors exhibited by your team members and the outcomes you receive.

- If you are not training good behaviors into your team, then you are enabling bad behaviors.

- Focus on training your team for the long-term even if they are only with you for the short-term.
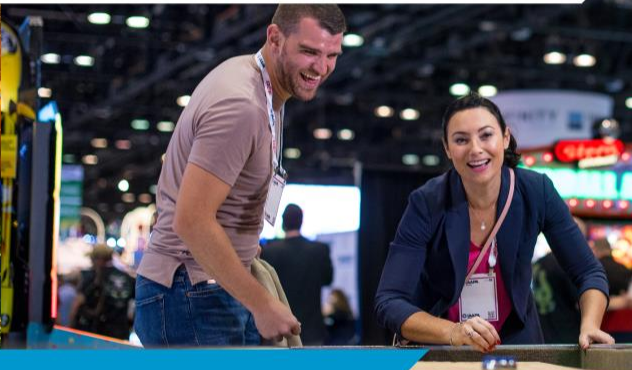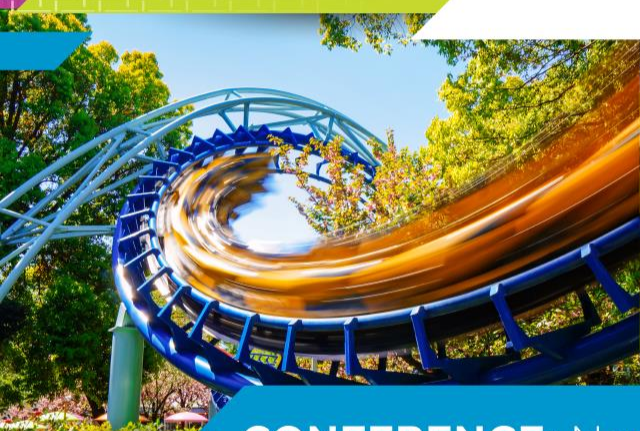
IAAPA EXPO

CONFERENCE: Nov. 15–18, 2021
TRADE SHOW: Nov. 16–19, 2021

IAAPA.org/IAAPAExpo

@IAAPAHQ | #IAAPAExpo

How to Develop Diamonds and Build Championship Teams

Shawn Welch
Shawn Welch Company
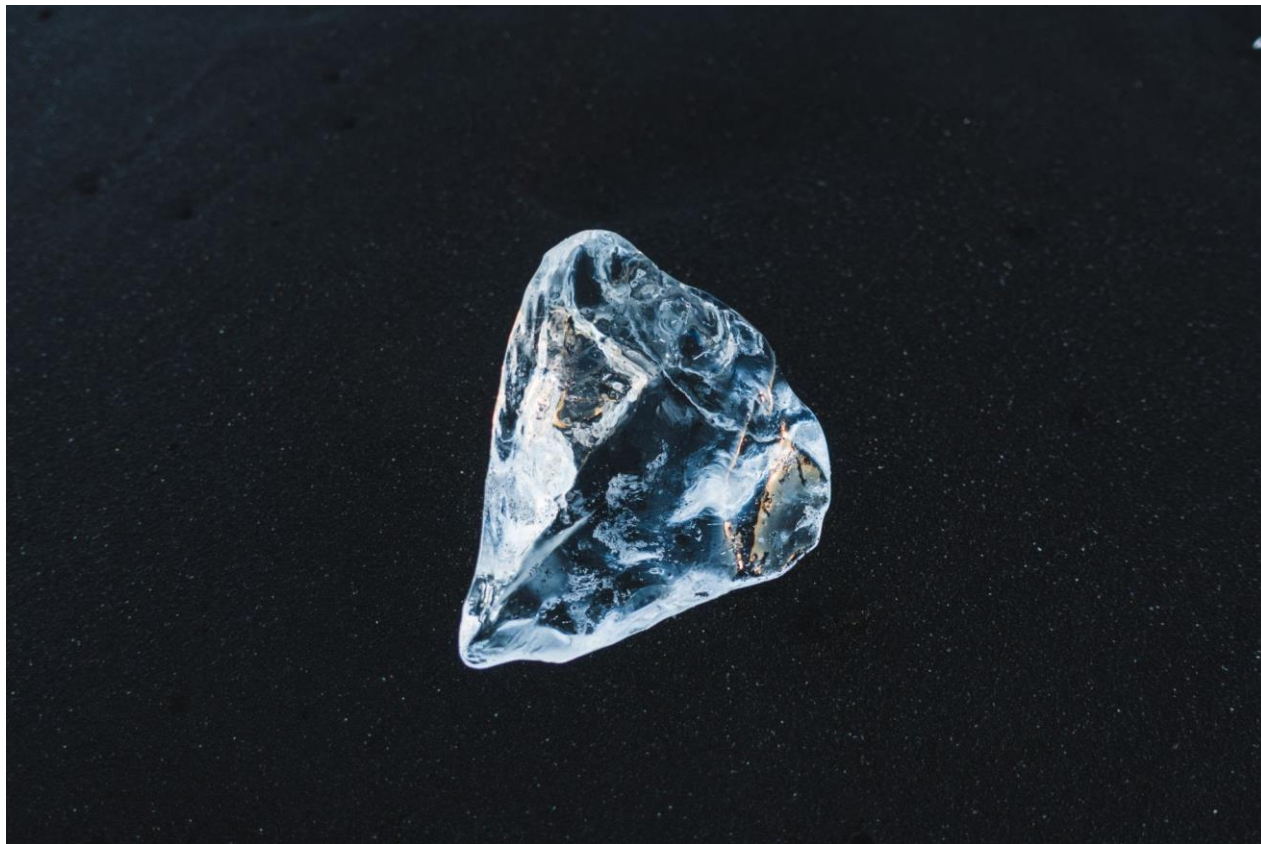
Photo by Hao Zhang on Unsplash

@IAAPAHQ | #IAAPAExpo

"A diamond is just a chunk of coal [carbon] that did well under pressure."
-Henry Kissinger

Why is coaching important?

On average, *only 3 out of 10* employees strongly agree that there is someone at work who encourages their development.

Why is coaching important?

When this figure doubles (increases to 6 out of 10):

- Profitability increases by 11%

Why is coaching important?

When this figure doubles (increases to 6 out of 10):

- Profitability increases by 11%

- Employee retention increases by 28%

"A commitment to people development is what separates good leaders from great leaders."

-Daniel Harkavy,

Becoming a Coaching Leader

Components of Effective Leadership Coaching

Components of Effective Leadership Coaching

- Asking Great Questions

Components of Effective Leadership Coaching

- Asking Great Questions
- Listening Empathetically

Components of Effective Leadership Coaching

- Asking Great Questions
- Listening Empathetically
- Providing Constructive Feedback

Components of Effective Leadership Coaching

Component #1:

Asking Great <u>Questions</u>

"The most useful advice doesn't specify what to do; it helps people see blind spots in their thinking and clarify their priorities."

-Adam Grant

Components of Effective Leadership Coaching

Go-To Question:

What do you think?

"Double your
Questions-to-Statements Ratio."
-Jim Collins

Components of Effective Leadership Coaching

Component #2:

Listening Empathetically

"Being listened to is so close to being loved that for the average person they are almost indistinguishable."
-David Augsberger

Components of Effective Leadership Coaching

R&R

Rephrase

"Most people do not listen with the intent to understand; they listen with the intent to reply."
-Stephen Covey

Components of Effective Leadership Coaching

R&R

Rephrase

Reflect

"When Morrie was with you, he was really with you. He looked you straight in the eye, and he <u>listened</u> as if you were the only <u>person</u> in the world."

-Mitch Albom,

Tuesdays with Morrie

Components of Effective Leadership Coaching

Component #3:

Providing Constructive <u>Feedback</u>

Components of Effective Leadership Coaching

Constructive:

"serving a useful purpose; to build up"

Components of Effective Leadership Coaching

Praise

- 40% of employed Americans would put energy into their work if they were recognized more often.

Components of Effective Leadership Coaching

Praise

Critique (Restorative Convos)

"The person who is impatient with weakness will be ineffective in his [or her] leadership."
-J. Oswald Sanders

Components of Effective Leadership Coaching

- Specific, observable <u>behavior</u>

Components of Effective Leadership Coaching

- Specific, observable behavior
- Impact

Components of Effective Leadership Coaching

Double your <u>praise-to-critique</u> ratio