

A Trench Digger's Guide

Family Friendly

Amsterdam...The EGCOA

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“No guts, no glory.....”

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Scoring Conference---Did It “Do”???

- **Did conference stimulate-----Your Curiosity?**
- **Did conference create---The Network?**
- **Did conference deliver--- “Education”?**
- **Did conference promote--- “Reflective Questioning”?**
- **Did conference transfer-----The Buzz?**

Scoring Conference---Did YOU “Do”???

- **Did you--- do “ Curious?”**
- **Did you--- do “The Reach”?**
- **Did you---do “The Ask?”**
- **Did you----do “The Scribble”?**
- **Did you-----do “Debrief?”**

Weeping---and Needy!

- **Needy-----Times are Tough.**
- **Needing-----Memorable---more “Zings Per Minute.”**
- **Needing----To Embrace The Experience Economy ($V = E - C$).**
- **Needing-----to Attract, to Retain, to Use, to Linger Longer.**
- **Needing---to distinguish in a sea of sameness.**
- **Family Friendly-----delivers “The Brand”!!!**

Laying the Foundation--- of “Family Friendly”

- **Find The Pied Piper---** “A fish rots from the head down”.
- **Audit the culture---**using The Template.
- **Connect with---**The Mammias.
- **Start “The Nudge”---**preaching, teaching and facilitating.
- **Find the money.**
- **Align the team.**

Principles of---Programming

- **Audit the facility and The Rules.**
- **Find “places and spaces.”**
- **Connect with The Mamas.**
- **Create a committee.**
- **Find a “Youth Director”.**
- **Find a team of “Dancing Monkeys.”**

Principles of---Programming

- **Create “Upside surprises.”**
- **Identify opportunities---holidays.**
- **Identify opportunities----ongoing non-holiday activities.**
- **Identify opportunities---activity specific instruction.**
- **Provide “moments of madness”---bonfires---potato canons---
etc.etc.etc.**

Practicing---Pied Piper

- **Do-----The “Eye to Eye.”**
- **The “Bump.”**
- **Frostie Tickets---You Da Man.**
- **The salute.**
- **Accessible office---chocolate jar and white board.**

Practicing---Pied Piper

- **Tooth fairy.**
- **Orientations.**
- **Rocket Night.**
- **Driver's License Night.**
- **The Carnival.**
- **The “Birthday Location of Choice!!!”**

Make It Happen!

- **Acknowledge---The Need.**
- **Find a “Pied Piper”.**
- **Trumpet “The Vision.”**
- **Find tactics.**
- **Get my workbook.**
- **Enjoy the adventure.....**

**What Photos...
would you show...
to show the world...
you're family friendly???**

We Do--- “Family Friendly”



We're Led By---The Dancing Monkey



We Do It Different--and Laugh Lots



We Satisfy---The Need for Tribe



We Dig.....Kids



We Build---The Community



We Release---The Kid



We Deliver---The Buzz



We Deliver---The Love



We Deliver---The Glow



We---Dance Over the Edge!!!



We're the---New Neighborhood



We Stimulate---the Touch



We Stimulate---The Touch



We Orient---the Next Generation



We Build---Relationships

