



**PARIS JACOBS**  
Machine Aquatics



#SWIMBIZ

# The Culture of Machine

*The family we are fortunate to have*

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# Machine Brands, LLC



# Vision of Machine Brands

## Our Vision

Machine Brands strives to be the preeminent advocate for aquatic sports and lifestyle. Our goal is to be universally recognized as a leader in compassionate coaching, water safety and developmental instruction for young people.



# How is Culture defined in your club?

- Definition of Culture ~**

- The sum of attitudes, customs and beliefs that distinguishes one group of people from another.
- Culture is transmitted, through language, material objects, ritual, institution and art from one generation to the next.

- WHO IN YOUR ORGANIZATION SETS THIS?**

- Board of directors
- Owner/ CEO
- Parents
- Coaches
- ????



# Structure = Balance Values

Your vision and mission statements should reflect what the **values/culture** of the organization are. These usually can be communicated in a few short words.

Build Your Own  
Strength..... Integrity..... Honor  
Balance..... Commitment.... Responsibility  
#MachineFamily



# Empowering your family to build upon your Culture~

- Initially the visionary in your club sets the course for your path but eventually you have to begin to assemble your team.

In Machine= your family

- Does your team support it?
- Do your team members believe in your culture and values to not only “sell” it but build upon it?



# All GEARS have to work together to achieve SUCCESS!!





# Questions & Discussion

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BUILD YOUR OWN