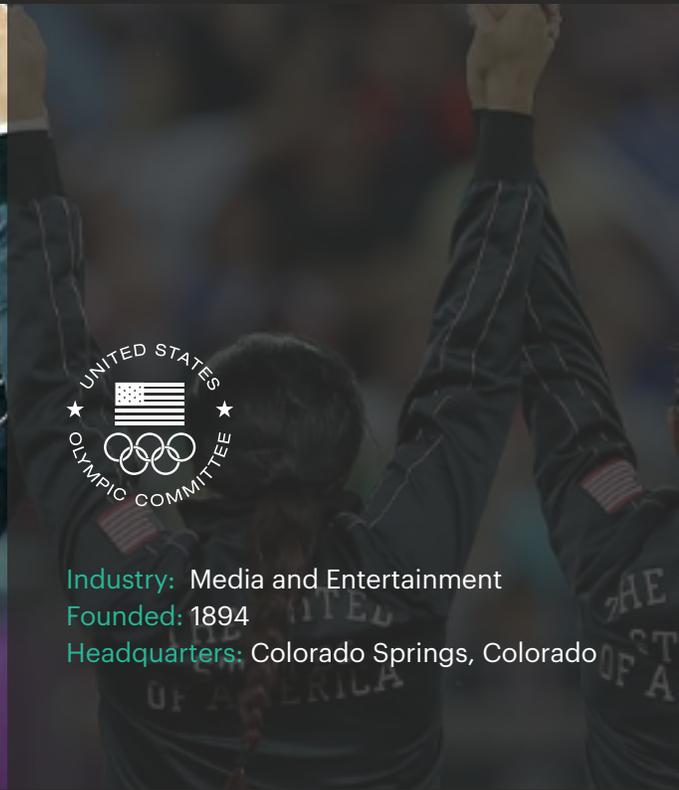


Team USA Creates Game-Changing Playbooks to Accelerate Communications



Simpplr became a lifesaver for the NGB movement, especially during the COVID-19 pandemic. Adoption was instantaneous and it modernized our knowledge sharing to declutter inboxes and create connections between the USOPC staff and the NGBs.

Davis Tutt

Coordinator in the National Governing Body (NGB) Services

The Challenge

The U.S. Olympic organization oversees both the U.S. Olympic and Paralympic Committee, and also serves as the supervisory umbrella that supervises over 50 national governing bodies. This includes groups such as USA Basketball, USA Swimming, and USA Gymnastics. All aspects of other individual sports, from youth programs to master and senior-level championships for athletes 55 years old and over, are managed by this group. Further, every team organization has its own independent nonprofit, governed by its board of directors.

Though the 54+ National Governing Boards (NGBs) are connected, they don't have the same needs or operational methods in place, which created a lot of miscommunication. The complex structure of Team USA made it difficult to align all the various organizations and communicate efficiently. They needed a way to bring everyone together. Previously, knowledge sharing for all Team USA organizations and groups was limited to emails which led to significant clutter, and second-hand sharing. Other information-sharing platforms were tested, but none completely fit their needs.

The NGB needed a solution that would go beyond engagement or simple interaction. They wanted a central source of truth that could be accessed beyond email inboxes or links. There was also a need for multi-directional communication between the various governing bodies. The solution needed to be simple, familiar, and easy to use for existing employees and new users.



Horizontal disconnect with internal employees and 54 'external' organizations



Communication channels had no interaction or engagement



Email communication was time consuming and clunky

The Solution

A Tiger Team was organized within the Department of NGB Services, to facilitate better communication across all properties. Communication between the NGB, the Olympic Planning Committees, and all 54 national governing bodies was lacking. The NGB began to understand the disparity of the structure of the various groups involved in Team USA, and they investigated various solutions to solve their communication challenges. Ultimately, Team USA wanted a system that could do four things:

1. Deliver a centralized virtual headquarters for the USOPC and the NGBs.
2. Enable better communication between the USOPC and the NGBs.
3. Allow the NGBs to create site-enabled search functions with navigation; giving them autonomy over information and content.
4. Create a resource repository, for documents or videos, and to share best practices among new users.

Team USA wanted to create a connected sporting organization, without silos. Doing so would provide transparency and visibility into what the other teams were doing, while allowing for information sharing throughout the USOPC.



Create a centralized virtual headquarters.



Social Element and bi-directional communication between the USOPC and the NGBs.



Federated search capabilities and strong navigation ability

With these requirements in mind, the USOPC selected Simpplr. The team appreciated how Simpplr created an uncomplicated way for content creators and end-users to share and access information. Staff could rapidly exchange pertinent information with particular groups, and set timeframes for when content would expire. Further, Simpplr customers were more than happy to share their positive experiences, helping the USOPC feel confident with their decision.



Distributed Administration & Targeted Messaging

The Results

Team USA launched their Simpplr solution, called The Hub, in early 2020, before the COVID-19 pandemic forced a global lockdown. The project began with a small group on the platform hub to build out the content structure and resources. Within a few weeks, there were five sites on The Hub where organizations consistently asked for resources and best practices.



Bridged the gap between 54+ NGBs to access resources and best practices

The Hub became an integral part of Team USA during the COVID-19 pandemic. Though The Hub had 16 sites for all the organizations, they created one more for COVID-19. The Simpplr platform allowed the entire Team USA staff access to necessary information throughout the beginning of the pandemic. The ability to coordinate and communicate was especially critical as 2020 was an Olympic year.



Modernized Knowledge-Sharing

Simpplr became instrumental for Team USA to distribute resources and communicate with the national governing bodies. Every staff member needed to be aware of what was happening, and Simpplr enabled Team USA to share information across organizations during those confusing first few months. In a time of difficulty, Simpplr more than proved its value. First, the USOPC is disparate with over 50 National Governing Bodies. It needed a platform that served as a gathering place on a centralized platform for all NGBs to share information and resources. USOPC, combined with Simpplr serving an integral role, enabled the NGB's to become better businesses and more successful.



Decluttered inboxes

The Hub enables more than 50 NGB's - and the entire Olympic movement - to collaborate and learn from one another. Siloed, isolated knowledge quickly diminished as the disparate teams willingly engaged and adopted The Hub, enabling fast, clear communications through efficient channels. Lastly, NGBs can provide rapid services from governance to game operations. They create and post governance templates, grant document seminar recordings, becoming a one-stop-shop for NGB services.

The Hub continues to grow, adding new users every month. There are monthly rollouts, and Team USA can't wait to see what the future holds for them. The platform has positively impacted the business side of the USOPC, and has changed lives and furthered the Olympic and Paralympic movements in the United States. All because of the groundwork Team USA laid, the process of investigation, and the ease of operation of Simpplr.

About the United States Olympic & Paralympic Committee:

Founded in 1894 and headquartered in Colorado Springs, Colorado, the United States Olympic & Paralympic Committee serves as both the National Olympic Committee and National Paralympic Committee for the United States. The USOPC is focused on protecting, supporting and empowering America's athletes, and is responsible for fielding U.S. teams for the Olympic, Paralympic, Youth Olympic, Pan American and Parapan American Games, and serving as the steward of the Olympic and Paralympic movements in the U.S.

A federally chartered nonprofit corporation, the USOPC does not receive federal financial support (other than for select Paralympic military veteran programs) and is one of the only NOCs in the world that also manages Paralympic activities.