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CU Boulder



SEEK NEW HEIGHTS

# What Adventure Swimming Taught Me About Leadership and Life

Matthew L. Moseley • [Mmoseley@IgnitionStrategyGroup.com](mailto:Mmoseley@IgnitionStrategyGroup.com)

# MEET YOUR TRAINER

Matt Moseley is a communication strategist, author, speaker and world-record adventure swimmer. He is the principal and CEO of the Ignition Strategy Group, which specializes in high-stakes communications and issue management. He is the author of three books and is the subject of two documentaries.

He uses his swimming around the world to bring raise awareness about water, the most critical issue of our time.

He is the co-chair of the Southwest River Council for American Rivers and is a member of the Advisory Board for the Center for Leadership at the University of Colorado at Boulder. He lives in Boulder with his wife Kristin, a water rights attorney and their two children.



Matthew L. Moseley



# LEARNING OUTCOMES

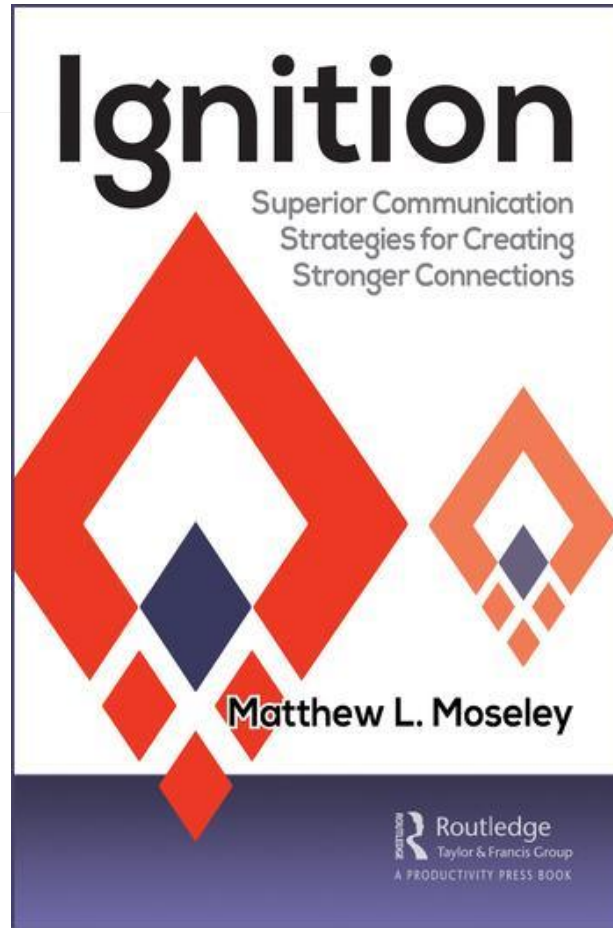
**Outcome 1:** People can't live where fish can't swim: Why water is the most critical issue of our time.

**Outcome 2:** The importance of adaptability and developing grit.

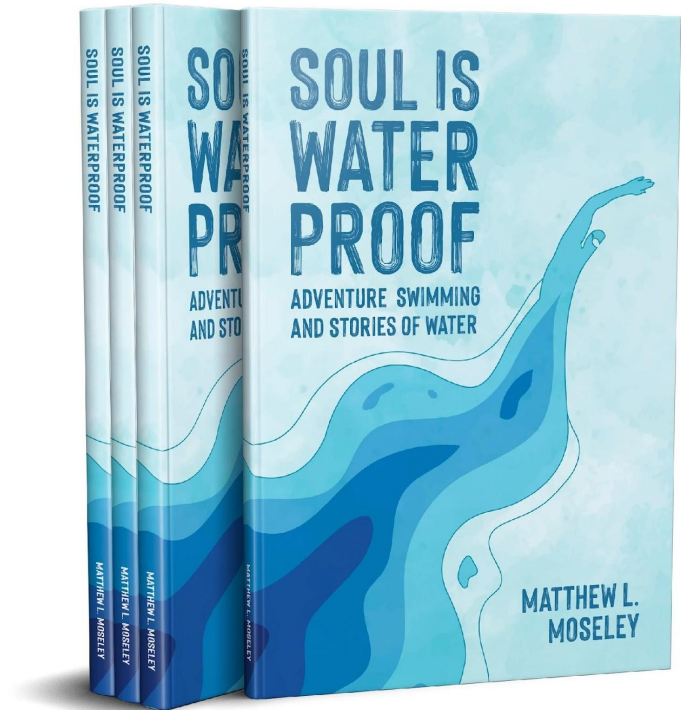
**Outcome 3:** Human Agency: Not looking outside yourself for a leader







SOUL IS WATERPROOF IS  
ABOUT A LOVE OF OPEN  
WATER ADVENTURE  
SWIMMING, BUT MORE  
SO, IT IS ABOUT A LOVE  
AFFAIR WITH WATER  
ITSELF.



































































## LESSONS FROM WATER:

- The Dream: Goals and Vision
- Perseverance & Training
- Team
- Expect the Unexpected
- Change and Adaptability
- Become comfortable with being uncomfortable
- Human Agency





# AGENCY

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An individual's capacity to determine and make meaning from their environment through conscious and creative action.



# LEADERSHIP AND AGENCY

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Immediate awareness of their physical activity and the goals that the activity is aimed at realizing.

In 'goal directed action' an agent implements a kind of direct control or guidance over their own behavior.<sup>[1]</sup>



# Learning time management, perseverance, humility, respect

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Every swimmer needs to overcome doubt, fear,



Needs help in managing the uncertainty which saps morale and eats away at motivation





# Swimming in LEADERSHIP AND LIFE....

*Swimming provides challenges and rewards accomplishments, which helps one to become self-confident and believe in their abilities.”*

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Leadership like swimming cannot be learned by reading about it.  
It can only be learned by doing.

New leaders are often thrown in. They either sink or swim.

Humility



# CONCLUSIONS: WHAT YOU SHOULD HAVE LEARNED:

1

THE INFINITE  
POWER OF  
**HUMAN AGENCY**

2

SOUL IS  
WATERPROOF:  
CHANGE AND  
ADAPTABILITY

3

DO NOT LOOK  
OUTSIDE YOURSELF OF  
A LEADER; YOU ARE  
THE PERSON YOU'VE  
BEEN WAITING FOR







**"...Mind boggling ... Maybe we need some level of human craziness to make people realize there is a huge and growing problem with our water and rivers that supply it."**

Pete McBride - *National Geographic* photographer and journalist

Waterman Matt Moseley has a passion for long-distance swims in sometimes treacherous waters. Whether it's New Orleans, the Caribbean, the Colorado River, the Sea of Galilee, or points between, he dives into new challenges, and in *Soul is Waterproof* he invites you to experience the adventures along the way.

Moseley shares his unique connection to rivers, lakes, and oceans while offering historical context from literary luminaries who have deepened his appreciation of life in, on, and around the water. In emotional stroke-by-stroke accounts, he lays bare the beauty and the burden of adventure swimming and explains why water will be the defining issue of our times. As he discovers crossing one body of water after another, people can't live where fish can't swim. *Soul is Waterproof* offers you a coveted spot on Moseley's support boat, so prepare yourself: Captivating stories involving larger-than-life characters unfold around every bend.

SOUL IS WATERPROOF

# SOUL IS WATER PROOF

ADVENTURE SWIMMING  
AND STORIES OF WATER

MATTHEW L.  
MOSELEY



MATTHEW L. MOSELEY



# TAKEAWAY CHALLENGE

*You are the leader you've been  
looking for*

*Where in your life do you have  
unique Agency?*

*Go Where Grottos Echo*

