

Benefits of following National On-Water Standards (NOWS) American National Standards for On-Water Skills Instruction in Safer Boating

Improve your course quality

Use the results of the largest collaboration initiative in recreational boating skills instruction to:

- ✓ **Increase the quality of your instructional approach** with practical tools developed by many of the nation's top subject matter experts (course designers, instructors, etc.)
- ✓ **Coordinate consistency** of instruction across instructors and/or venues
- ✓ **Manage risks associated** with providing on-water skills-based instruction by following best practices identified by the nation's top course providers

Better serve your students

Bring the expertise of hundreds of recreational boating course designers and instructors to your courses and:

- ✓ **Have the confidence** to know your course content and delivery align with the nation's best practices for on-water instruction for entry-level skills development
- ✓ **Ensure you put your best foot forward** by relying on American National Standards
- ✓ **Ensure students walk away with the same consistent high-quality experience**

Attract new customers and grow your business

As the newest and most up-to-date American National Standards for on-water instruction, NOWS can help you:

- ✓ **Differentiate your entry-level courses and programs**
- ✓ **Promote your use of the nation's best practices** in the design and delivery of your courses
- ✓ **Capitalize on marketing support** provided by a national organization focused on promoting courses that follow NOWS American National Standards