

# INCREASING YOUR VALUE TO YOUR EMPLOYER

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# INTRODUCTION

- Thank you to the Section
- Thank you for your time
- My goal is to assist you in achieving an increase in:
  - Your value to your employer
  - Your job security
  - Your income
- Treat today as a reminder of what we already know

# INTRODUCTION

- To increase value, we need to focus on:
  - Your Image
  - Your Leadership
  - Your Knowledge
  - Your Golf Operation
- Growth in these equals increased value, also equals increased security and income

# INTRODUCTION

- Make notes where these ideas will help you this season
- Be willing to share your success stories during Q&A, or with section office
- Information sharing and support- one of the great benefits of our profession

# IMAGE

- Perception is reality- what do they think of you?
- Ask someone you trust and respect:
  - Staff
  - Members
  - Fellow Professionals

# IMAGE

- Reputation
  - It takes time to develop a positive reputation, and one act to damage it
  - Make decisions and actions you can live with-  
outcomes are often out of your control
  - You are on stage- you can only make one first  
impression

# IMAGE

- Be consistent
  - Behavior- Members/staff
  - Presentation- Words/appearance
  - Professional community- Involvement/network
  - Staff image- Do they reflect your vision?
  - Give back to those you can help

# LEADERSHIP

- Have a mentor
- No one cares how much you know until they know how much you care
- Greatest need- be recognized and listened to
- Show your appreciation; say thanks
  - 5 coins from right pocket to left pocket
- Put people in position to succeed
  - Catch them doing something right



# LEADERSHIP

- Make time to train properly
- Make time to prepare- staff picks up your energy
- Have written policies, procedures, and job descriptions
- Evaluate regularly and honestly
  - Ask staff for feedback prior to meeting
- Provide growth opportunities
  - It attracts new staff

# KNOWLEDGE

- Invest in yourself
  - Instruction/fitting/technology
- Promote playing- members and staff
- Staff Management
  - Spend time and listen- reciprocal commitment
- Junior Golf
  - Enjoyment, long-term development
- Golf Fitness
  - Rotex

# ROTEX

*ROTEXMotion.com*

- Full body activation of inactive muscles and release of overactive muscles
- Accelerated development and changing motor learning programs
- Reduced tightness and injury, optimal range of motion, increased performance



# KNOWLEDGE

- Communication- weekly, easy-to-read format
- Tournament Operations
  - Preparation, visibility
- Member Givebacks
  - Frequent-customer discounts, complimentary clinics

# KNOWLEDGE

- Interview- meet with other staff
- Hiring- have them write a follow-up note
- Negotiations
  - Based on performance each year
  - Keep records- program participation, rounds, revenue
  - Get feedback twice a year

# CLUB GOLF OPERATIONS

- Instruction Programs
  - Quality- presentation, handouts
    - Variety, pricing
- Course Conditions
- Coordinate with Superintendent, communicate with members and staff

# CLUB GOLF OPERATIONS

- Pace Play
  - Leadership issue
- Guest Programs
  - Revenue vs. member service
  - Multiple guests, frequent guest card
- Outings
  - Guest experience- future members
  - Thank you to coordinator

# CLUB GOLF OPERATIONS

- Financials
  - Golf budget
  - Comp figures- guest fees, carts, caddy fees, lesson rates
- Board Presentation- Minimum Annually
  - Tell your story in detail
- Goodwill Account
  - More deposits than withdrawals



**LET'S HEAR FROM YOU!**

Share your success stories

Q&A