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Our Challenging Golf Market

Why It Needs a Brand New You



PGA

Carolinas Section

#elevatePGA



@KraigKann
@KannAdvisory



We've all heard it before

So what

Who cares!

What's in this for ME?

Imagine the future



If you're not
climbing...

Who's
going to
follow
you?

Who are you

Why should we care



KANN ADVISORY
GROUP

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What's *your* story



Chicago Kid with Childhood Dream

College Game Plan to the TV Screen

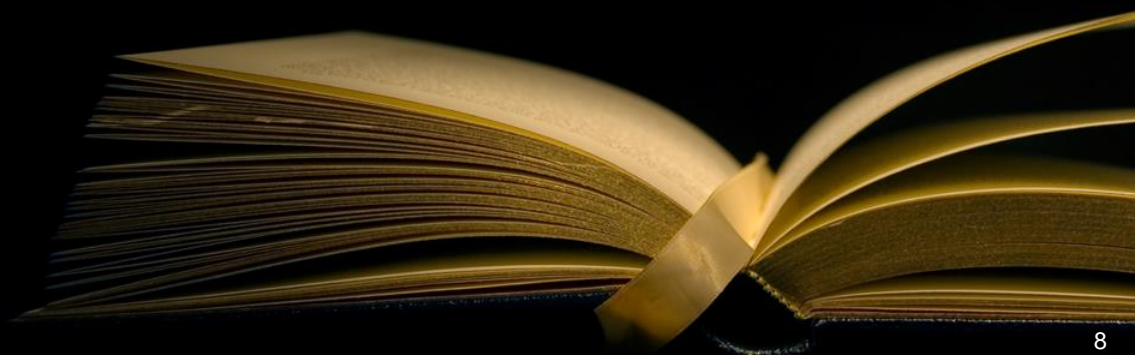
Golf Changed My Life, Opened Doors

Anchor Away... a Career Pivot

C-Suite to Advising Others

*My Path
My Story*

--Kraig Kann



Tell them *your* story



The challenge for all of us...

How do we stand out?



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Getting Noticed – Golf needs it

- Your course
- Your business
- Staff you hire
- ???

Getting Noticed – Golf needs it

- Your course
- Your business
- Staff you hire
- **YOU**

We're all
on the clock



A group of mountaineers in colorful gear are ascending a steep, snow-covered mountain peak. The climbers are positioned along a narrow path, with some leading and others following. The sky is a clear, deep blue, and the snow on the mountain is bright white, creating a high-contrast scene. The perspective is from a low angle, looking up at the climbers as they approach the summit.

**Will you lead
the game?**

Will
the
game
lead
you?



My 3 Things Board

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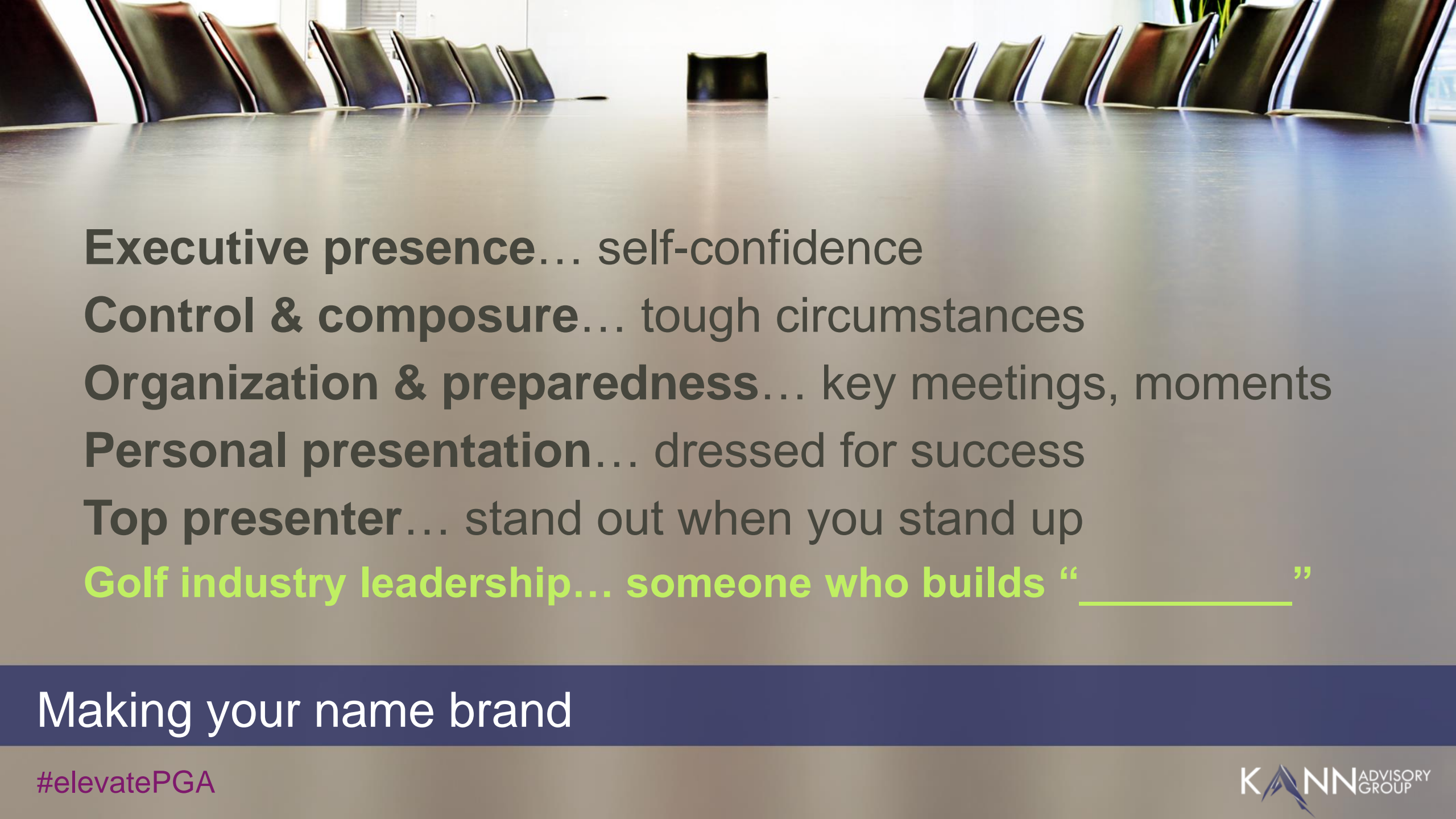
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Lay your cards on the table

Making your name brand

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Executive presence... self-confidence
Control & composure... tough circumstances
Organization & preparedness... key meetings, moments
Personal presentation... dressed for success
Top presenter... stand out when you stand up
Golf industry leadership... someone who builds “_____”

Making your name brand

Influence



verb

Capacity to have an effect on the character, development or behavior of someone or something

noun

A person or thing that sways opinion or makes an impact



My LPGA Experience



My Awakening

Attention is not a given

No waiting for others to talk

Strategic & creative communication

Beyond outside the box

My LPGA Experience



The Organization Then



Depleted schedule (24)

Corporate sponsor waning

Low confidence

Media perception

Public perception

My LPGA Experience

Message is everything



PRESENTATION SKILLS SEMINAR

Impressive Implications
of Storytelling

MEDIA COACHING

Avoiding the media
penalty box

AMBASSADOR PROGRAM

LPGA in the know

SOCIAL FAN FOLLOWING

'Live chats'
'Tweet at me'
'Player takeover'

My LPGA Experience



The Organization Now



Re-built relationships

Re-shaped message

Fresh message delivery

Growing the brand

Bolstered tournament schedule (35)



The organization wins

Utilized our INFLUENCERS

Everyone knew the message

Involved media in our news delivery

Merchandised our *'earned media'*

And 



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How It Applies to YOU



Reaching Your Highest Summit

Keys to your professional climb



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“Love every golfer



A female golfer with blonde hair in a ponytail, wearing a light blue polo shirt and khaki pants, is captured in the middle of a golf swing on a green field. She is holding a golf club high above her head. The background shows a line of trees under a bright sky.

Love every golfer

Reverse the role – their needs, vote above all



Influencers connect

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“Be star communicators



Be star communicators

Have a real message – own it, share it



Influencers own the room

@KraigKann

A woman in a light-colored shirt is standing and presenting to a group of people seated around a table in a meeting room. A large screen behind her displays a presentation slide titled 'STRATEGY & BRAND COMMUNICATION'. The room has large windows and a whiteboard. The entire image is overlaid with a green tint.

Influencers are master storytellers

@KraigKann

“Challenge the norm



Challenge the norm

Set a new curve, drive for bigger and **bolder**

A woman with curly hair, wearing a light-colored short-sleeved shirt and a dark skirt, stands in a modern office setting, gesturing with her hands as if presenting. She is facing a group of people whose backs are to the camera. In the background, there is a large whiteboard and two large, round, woven pendant lights. The entire image has a green tint.

Influencers are change agents



Influencers sell ideas

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Influencers elevate brands

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Reaching Your Highest Summit

Keys to your professional climb



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Today's Brand Influencers

Actors
Celebrities

Athletes
Coaches

Media
Personalities

Social Media
Bloggers



Who's missing?

Today's Brand Influencers

Actors
Celebrities

Athletes
Coaches

Students **You** Facility **YOUR**

Media
Personalities

Social Media
Bloggers



Hands on Your Own Brand

Y – O – U
C – E – O

Become a Brand New Influencer

Where do brands begin



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Inside world



Outside world





Influencers **elevate awareness**

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Kraigslis

Being YOUR Best Influencer

Live your course

Earn five star ratings

Advertise different than others

Develop your brand with purpose

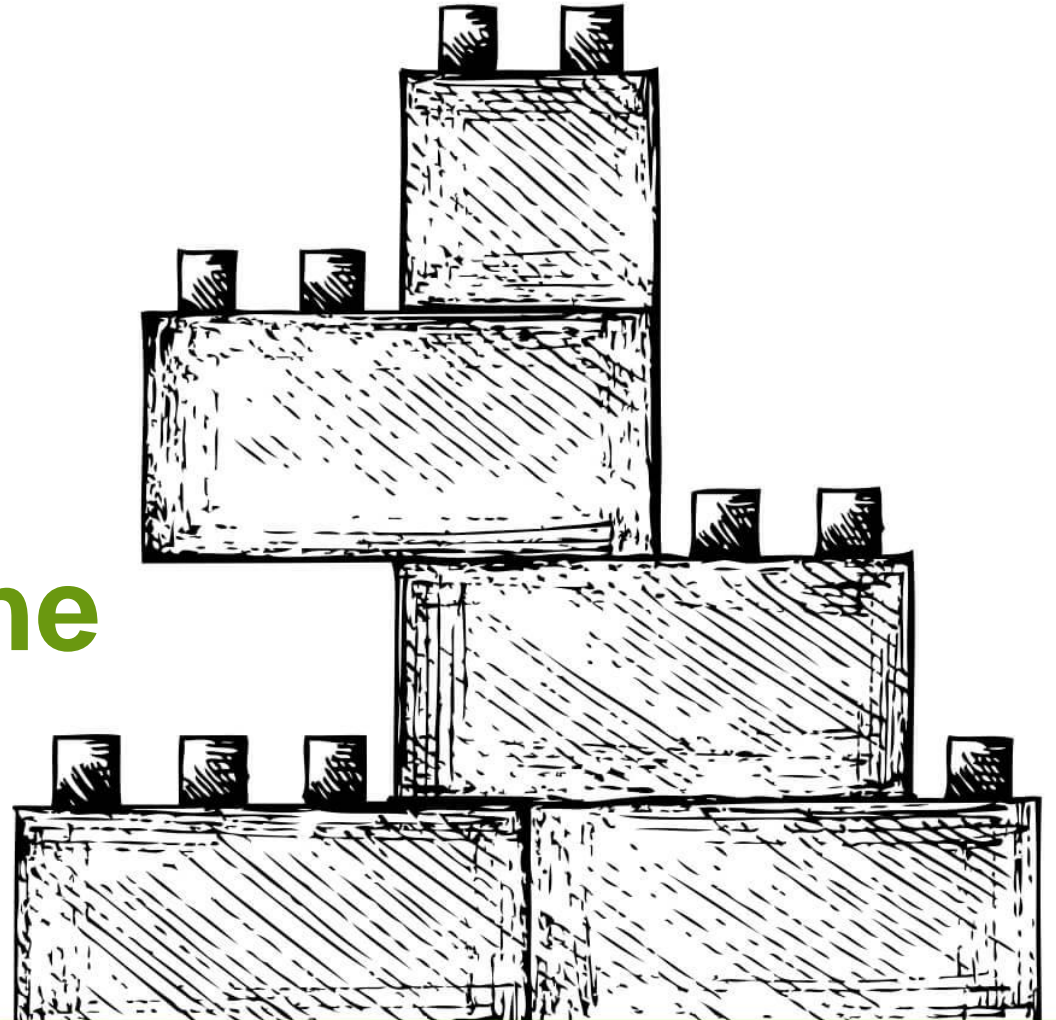
Building YOUR PGA brand

“

If you want to be relevant ...

carve out your niche

and focus on relevant things
that get your brand noticed.”



Brand New You

Why it Matters

‘Word of Mouth Marketing’



The background of the slide is a collage of sports-related images. On the left, there is a vertical strip showing two male golfers in white attire walking on a green. Below this, on the bottom left, is a dark blue semi-transparent rectangle containing a faded image of a soccer player in a white jersey with the number 22. The rest of the slide background is a dark blue semi-transparent rectangle that contains the main text and a faded image of a soccer game in progress.

Brand New You

Why it Matters

‘Word of Mouth Marketing’

Career Advancement

Brand New You

Why it Matters

‘Word of Mouth Marketing’

Career Advancement

Bigger Spotlight for Your Profession



Golf Needs **Brand Influencers WHO**

Create Shareable Conversation

#elevatePGA

Golf Needs **Brand Influencers WHO**

Create Shareable Conversation
Showcase Something Different

#elevatePGA

Golf Needs **Brand Influencers WHO**

Create Shareable Conversation

Showcase Something Different

Consistently Deliver Value That Inspires

Golf Needs **Brand Influencers WHO**

Create Shareable Conversation
Showcase Something Different
Consistently Deliver Value That Inspires
Attract Followers

Elevating YOUR Business BRAND...



Who are **You?**

What else can you deliver?



Who are **You?**

What else can you deliver?




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“What we do means a lot.

How we do what we do and how we tell people what we do means a whole lot more in building a brand.

Broadcast Your Story...



“The **more** you share,
the bigger your brand becomes.”

Questions



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My challenge...

FIND **YOUR** VOICE



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“

**You can't preach unless you
get them in the church.”**



I'll leave you with this...



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Take them into
your world

Let others share
your story

Connect with
your audience

Build
your influence

Sell your brand

If you're not climbing...

Who's
going to
follow you?

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