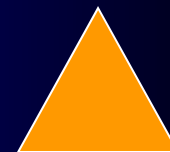


Never a more challenging time for
the pussycat and the owl



ThinkMORE like
the
DAMBUSTERS

- **Single mindedness, self confidence, determination**
- **Effective teamwork with good leaders & players**
- **Clear Goals & Definite Plans of Action**
- **Regular Progress Reports & Reviews**



“If any golf club is going to survive these days, it will have to change and be run in a more successful business-like manner”

- **The challenges & the opportunities**
- **Management techniques & tools to be used**
- **Additional skills will need to be acquired**
- **Recognition & rewards based on success**



- **The need to embrace change**
- **... starting with YOU**
- **Change in direction, policies & priorities**
- **Enlighten & empower the key people involved**
- **Motivation, determination, passion & energy**



- **The likely responses to change ...**

- From a small number of 'dodo' types
- And the 'ostrich' types (often the silent majority)
- Plus a growing number of 'eagle' types
- The 'pussycat' and the 'owl'



- **The need to change
... YOUR Roles**

- **An 'owl' needs an up to date Job Description**
- **Clear Responsibilities & Accountabilities**
- **A Development Plan for the whole Golf Club**



● **Why you need a Plan for change ...**

- **Your Marketplace is changing**
- **The competition is increasing**
- **Members & Visitors are more demanding**
- **c.130 UK Golf Clubs have 'significant problems'**
- **Some 19 Golf Clubs have gone into Administration**
- **... Local Golf Clubs are loosing out these days**



● **Change the way your particular Golf Club is perceived ...**

- **First & foremost it is a Golf Course but ...**
- **The Club House has a variety of facilities**
- **Club Competitions & the Clubs Social Programme**
- **Plus business events & private functions**
- **Open days, etc**
- **Any Golf Club is a complex business proposition**



- **Change the way you use Management Information ...**
- **for more informed decisions**
 - Review Performance Levels within the whole Club
 - Identify trends over recent years
 - Control costs or cut them
 - Promote the various income streams
 - Offer additional products / services



- **Change to setting**
S.M.A.R.T. Development Goals
- **Annual Budgets for the whole Club**
- **Targets for each of the income streams shared**
- **Cost & Expenditure Controls in place**
- **Regular Progress Reports & Review Meetings**



Change the 'buzz' words and 'key' phrases or 'core' values to be associated with your particular Golf Club

- How do you describe the overall Club ?
- Why is your Golf Course different to the others ?
- How should the key people involved be described ?
- How would you describe the members ?
- Does membership still provide 'value for money' ?



Some Gr8 Ideas

for more effective two way communication or marketing

- **Define your local catchment area**
- **Analyse & Profile your Members & Visitors / Guests**
- **Design the appropriate website for your Club**
- **Establish effective, internal communication**
- **Do more marketing via more of the members**
- **Create the materials & activities needed for more effective external marketing**



● **ThinkMORE like an 'owl'** **from now on . . .**

- **Inspired to be more successful as a manager & leader**
- **Informed decisions, set clear goals & definite plans**
- **Use additional management techniques & tools**
- **Regular Progress Reports & Reviews**
- **Motivation, determination, passion & energy**



● **And what's more ...**

- Any MORE Info ?
- Email mhm@thinkmore.co.uk
for your copy of our Guide titled 'the 6 Secret Keys'
OR an Outline Discussion Paper based on this presentation
- Any MORE Support ?
- Contact organisations such as the GCMA
- Any MORE Help ?
- Request details of our project work and / or workshops
- Any MORE Advice ?
- Please feel free to call me on **07831 802316**



- **The need to embrace change**
- **... starting with YOU**

- **Change in direction, policies & priorities**
- **Enlightened & empowered key people**
- **Motivation, determination, passion & energy**