

A Trench Digger's Guide

Identifying *The Vision* then Translating *Vision* into *Action!*

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“The foundation of success is a catalog of failures...”

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The Foundation of “Doing”---Leadership

- **Knowing--- “The Why.”**
- **Auditing---The Here.**
- **Identifying---There.**
- **Assembling---The Who.**
- **Developing---The How.**
- **Having---The Buzz!**

“Round Tabling”---Finding Principles and Practices

- **Identify-----the question.**
- **Create---The group.**
- **Identify---The Group Facilitator / Speaker.**
- **Assign-----The Group Recorder.**
- **Emphasize-----The Group Contributors.**
- **Timed “Ponder time”--- “work expands so as to fulfill.....”**

Ponder Time

What's the most important question your group wants answered at The Conference?

Ponder Time

What are the five biggest things “shifting” out there in The Real World---and what’s needed to bring clubs “into alignment” with those shifts???

Ponder Time

You know what needs changing.

What's stopping you???

**What are three major roadblocks to changing the
“golfing culture?”**

Needing to Know--- “Nudge”!

- **Determine---The Why.**
- **Audit---Here.**
- **Identify---There.**
- **Know---Who.**
- **Linear-ize---How.**
 - **The Yap.**
 - **The Scribble.**
 - **The “Presence”.**
- **Use---The “Lubricants.”**

Ponder Time

You've got the data. You've identified the segments. How do you come up with creative ideas to satisfy "The Need"???

Ponder Time

What are the five key market segments in “the contemporary club culture?”

What is the one biggest “thing” each segment wants from “The Golf Experience?”

Ponder Time

What “distinguishers” are clubs looking for in a general manager capable of “shifting club culture” in a “shifting world”?

Ponder Time

How can a manager “nudge” a club culture to make the changes he or she knows need doing???

Questions???



The Summing Up

- **Principles are needed---The Vision.**
- **Tactics are needed to translate vision into action.**
- **Understand the value of “Round Tabling.”**
- **Reach out and create “Round Table Opportunities.”**
- **Don’t say “Can”-----DO!!!**
- **Let the adventure continue.....**