

10. INTERNATIONAL GOLFFACHKONGRESS &



EUROPEAN GOLF BUSINESS CONFERENCE



Join the network
Improve your business

9-11 APRIL | 2019 | BERLIN



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“The empires of the future are the empires of the mind”

Beautiful mind
Beautiful future

The future starts right here, right now

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- BVGA started in 1999 and GCAE began in 2004
- Leaders with extra-ordinary vision
- Today...250 of the best brains in the golf industry here
...you are a Force

Thank you for gracing us with your presence

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A word cloud of 'thank you' in various languages and scripts, including: danke (German), 謝謝 (Chinese), ngiyabonga (Xhosa), teşekkür ederim (Turkish), dank je (Dutch), gracias (Spanish), tapadh leat (Irish), спасибо (Russian), bedankt (Dutch), hvala (Slovene), maururu (Māori), thank you (English), mochchakkeram (Tamil), go raibh maith agat (Irish), obrigado (Portuguese), sagolun (Hawaiian), sukriya (Urdu), kop khun krap (Thai), grazie (Italian), arigato (Japanese), takk (Norwegian), dakujem (Slovak), terima kasih (Indonesian), 감사합니다 (Korean), ευχαριστώ (Greek), and merci (French).



Challenges facing the golf industry in Europe



- **Member retention**
- **Aging membership**
- **Modernizing your club for future generations**
- **Involving young people**
- **Engaging your staff**

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Moments of Reflections (MOR)

- Paul Armitage-MD Le Golf National France

“3 steps forward - 1 step back; but be professional”

- Prof. Dr. Jutta Rump on Generation Baby Boomer versus Generation Y+Z?

“To move forward and to keep balance is a key competency of the future”

- David Roy- President of the CMAE

“Heritage is built on gentlemanly conduct & tradition. No memberships for cheats”

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Moments of Reflections (MOR)

- Aarn Nordqvist- Finnish Golf Federation

“Close the Loop- Listen, Interpret, React, Monitor – NPS Members vs Guests”

- Stuart Orme-Golf Club Owner Steinhundermeer & Am Deister

“How they turn new golfers into loyal club member”

- Toni Corriero- Motivation- Und Verkaufs-trainer

“Selling ist OUT- Buying ist IN - Passion and Expression”

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Moments Of Reflection (MOR's) into WOW's

Wisdom + Opportunity = Wealth (WOW)

Imagine 1.1.2021...20 months time...

How do we turn ordinary experiences into extraordinary actions

“L” from Learning and apply it to Leadership



2020 **L**eadership

Let's play - 9 holes with new style of 2020 Leadership



2020 Leadership

- *Hole 1 - 3 iron* – keeping it safe on the middle of the fairway

A leader has to show **CURIOSITY**, inquisitive mind-set
(Kuriostat)



- *Hole 2 - 4 iron*

A leader has to be **CREATIVE** - think outside the box & adapt
(Kraeativitat)



- *Hole 3 - 5 iron*

A leader has to **COMMUNICATE**
(Kommunizieren)



2020 Leadership

- *Hole 4 - 6 iron*

A leader has to be a person of **CHARACTER** (Charakter)

“If you want to test a man’s character, give him power” AL



- *Hole 5 - 7 iron*

A leader must have **COURAGE** I'm talking about balls/guts

(Mut)



- *Hole 6 - 8 iron*

To be a leader you've got to have **CONVICTION** - a fire in your belly/passion

(Uberzeugung)

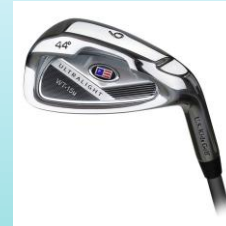


2020 Leadership

- *Hole 7 - 9 iron*

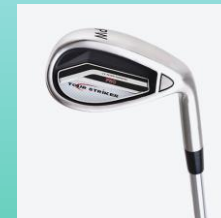
A leader should have **CHARISMA** (Kaerizma)

Ability to inspire



- *Hole 8 - Pitching wedge*

A leader has to be **COMPETENT** (Kompetent)



- *Hole 9 - Sand wedge*

You can't be a leader if you don't have **COMMON SENSE** (Gesunder Menschenverstand)



2020 Leadership



2020 Leadership



Driving Range

- *5 wood*



A leader has to **CO-OPERATE** (Kooperieren)

- National level/ Club Level - Owner to Owner, Club Manager to Club Manager, Green Keeper to Green Keeper
- Supporting each other to achieve your individual goals

- *3 wood*

A leader has to be a person who **COLLABORATE** (Zusammenarbeiten)

- Creating shared goals and working together



- *Driver*

TRUST...honesty and integrity

(Vertrauen)



2020 Leadership



Putting green...

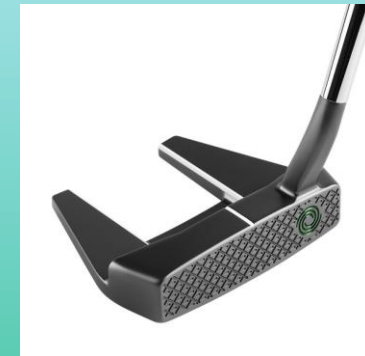
Most important club in the bag is the **PUTTER**

It's the club that you use the most. It's the one that makes the biggest difference



- **YOU** are the **PUTTER** and the putter is you

“Drive for show, putt for dough”



As a **LEADER** you are the single most important person in your business

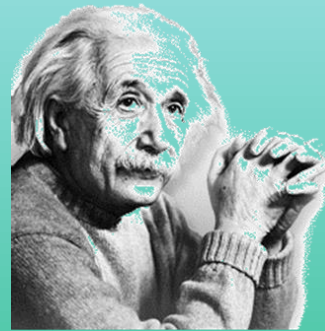
Every time you look at a putter, or pick up a putter, I want you to think of yourself and your role as a leader at your Club/Business

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INSANITY

If you always do what you have always done, you will always get what you always got



Time to change the lightbulbs in your Club!



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You have joined the network – now use it to grow your business

Go forward...apply the tools and processes along with 2020 Leadership

“I CAN, I WILL”

when I see you in 2021...say “I DID”