



## WHY BE INNOVATIVE?





COMPETING FOR THE SAME CUSTOMER?



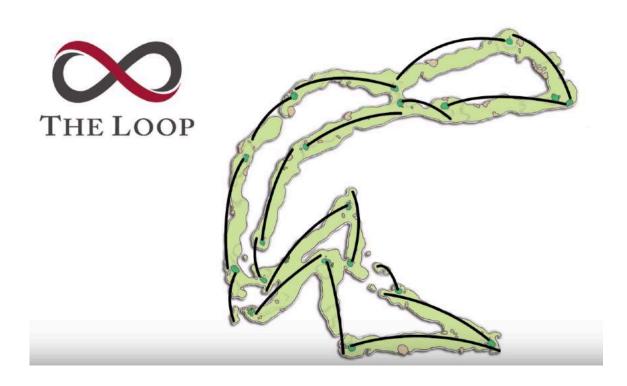


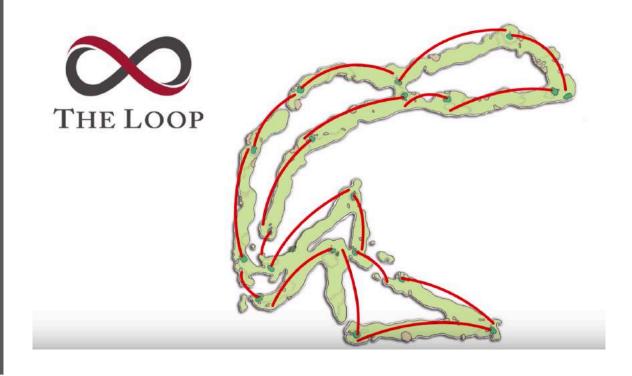


THE GOLF INDUSTRY & INNOVATION?



### REVERSIBLE GOLF COURSE

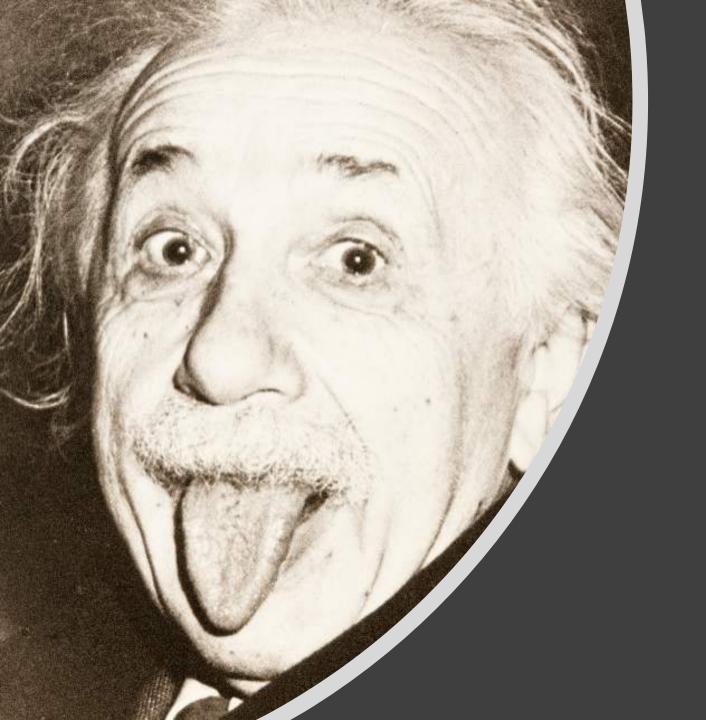




Forest Dunes Golf Club, Michigan, USA







ARE THESE IDEAS INSANE?



HOW TO CREATE AN INNOVATIVE TEAM







BE A GREAT COACH



HAVE GREAT PLAYERS



PROMOTE NEW IDEAS



TEN STEPS TO INNOVATION



CELEBRATE SUCCESS

#### HOW DO YOU DEFINE SUCCESS?



MORE TOURISTS?



MORE MEMBERS?



MORE HOME SALES?



NET PROMOTER
(OR ENGAGEMENT)
SCORE?

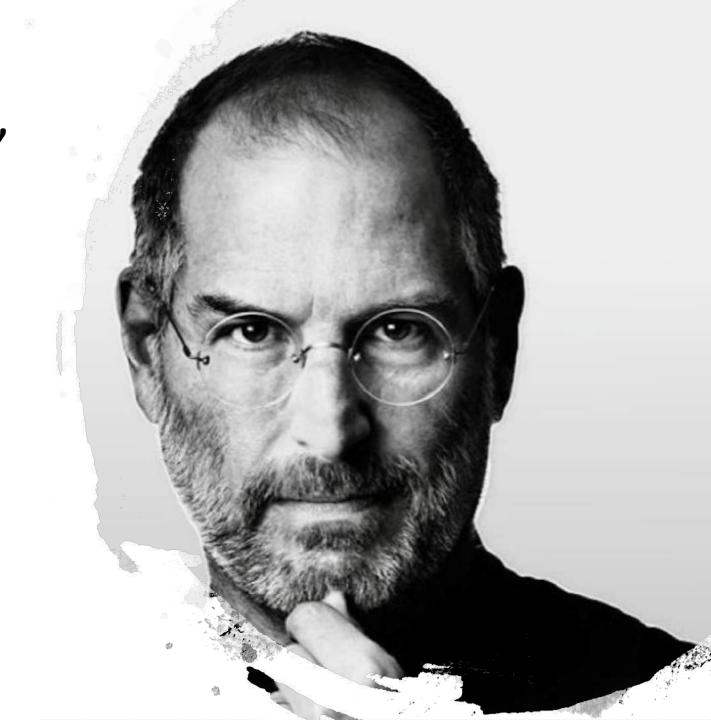


- IS YOUR DATABASE GROWING?
- IS YOUR MARKET SHARE GROWING?
- IS YOUR JUNIOR PROGRAM GROWING?
- IS YOUR LOCAL INFLUENCE GROWING?

### BE A GREAT 'COACH'

"INNOVATION IS THE DIFFERENCE BETWEEN A LEADER AND A FOLLOWER"

- Steve Jobs





## DOES YOUR LEADERSHIP STYLE PROMOTE INNOVATION?

"A great manager is someone that is a catalyst... who can reach inside each employee and release his or her unique talents into performance"

Tom Rath

General Ramalho Eanes



AN INNOVATIVE LEADER WILL...

- Constantly look for areas to improve
- Embrace new ideas
- Be willing to fail
- Engage others in the process





Gijs van Wulfen

FIND PEOPLE THAT ARE....

- PROGRESSIVE
- GOOD COMMUNICATORS
- SERVICE MINDED
- HAVE PASSION FOR SOMETHING
- POSITIVE THINKERS!





### ENGAGE THE MILLENNIAL



What will I learn?



Who will I work with?



How will work impact my schedule

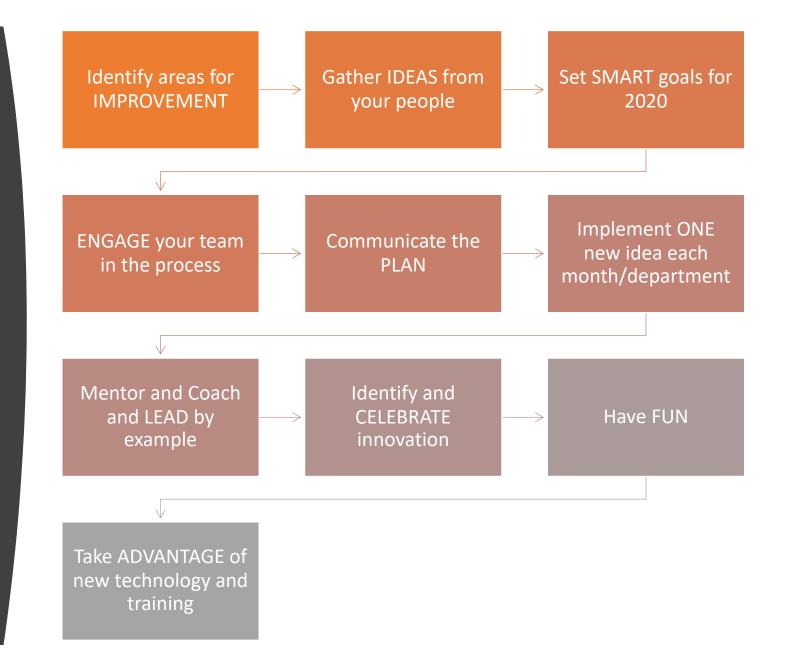


What kind of fun will I have?

# PROMOTE INNOVATIVE THINKING



### TEN WAYS YOU CAN CREATE A MORE INNOVATIVE **TEAM**







Register today at...

www.golfindustryguru.weebly.com

### CELEBRATE SUCCESS



