

CAREER NOTES

By Dick Bradow, PGA Career Consultant

The beginning of the New Year gives us the opportunity to look to the future with “resolutions” to make positive changes in our lives and careers. Here are some thoughts to consider for 2007:

- **Improve your operation.** With input from staff and customers, evaluate your services, programs, and activities and improve the areas that need attention.
- **Make time for your family.** Make it a priority to spend time with your family and find activities to help you relax away from work.
- **Enjoy the game.** Make a commitment to enjoy playing and working on your game – it will help keep you fresh throughout the season.
- **Take care of your staff.** Work with your employer to make sure your staff’s compensation and benefits are competitive and their schedule allows them time for family, golf, and a life away from work.
- **Keep learning.** Build your skills for the future by seeking opportunities to gain additional education. The PGA Certified Professional Program is a great place to start.
- **Get involved.** Even if you think you don’t have time, give something back to your community, church, school, or the PGA.
- **Manage your time.** Find ways to make you and your staff more efficient – prioritize your tasks so you get the important things done.
- **Avoid complacency.** Don’t just do enough to get by – go “above and beyond” and strive for excellence in everything you do.

News from the PGA Employment Services Department

Keep in the CareerLinks Loop

The biennial PGA Membership Survey, the tool that updates your CareerLinks ProFile, will be live on PGALinks.com beginning January 3. The survey will give you the opportunity to review and update your work history, skills, and future preferences, and new questions have been added to better assist CareerLinks in notifying you about jobs that match your qualifications.

Completing the Survey by March 15, 2007 is required to keep you active in CareerLinks and will ensure that you continue to receive e-mailed job notifications when you match an employer’s search specifications. PGA members and apprentices in good standing are eligible to participate in CareerLinks. PGA members who complete the Survey by March 15 will earn 1 MSR hour.

New Annual Accomplishments Report Now Available on PGALinks

The PGA has developed this exciting new tool to help PGA Professionals create a professionally formatted report for their employer that documents their accomplishments for the year. The report builder is flexible and easy to use and will help you create a presentation that highlights your value to your facility. The tool provides the ability to report Key Performance Indicators (KPI’s) in different golf facility operational areas. It is interactive with PGA PerformanceTrak, provides formulas for documenting KPI success, and allows you to compare your annual statistics against benchmark figures from other facilities. The end product is a formatted report that includes a customized cover page.

The Annual Accomplishments Report can be found in the Career Fitness Manual located in the Employment Center on PGALinks.com.

New One-Stop Solution for Background Check Services

The PGA of America continually strives to provide services that help make PGA Professionals a more valuable resource for their employers. The PGA has selected a recommended background check company that provides a one-stop solution for all your pre-employment screening and background check needs, at preferred PGA pricing. The selected company, Verifications, Inc., provides services that are fast, easy to use, and cost effective. Contact me or the PGA Employment Services Department to learn more about how you can make smarter hiring decisions at your facility.

PGA Management Styles Assessment Moves to New Place

The PGA Management Styles Assessment, previously the first component of the Certified Professional Program, has been moved to the Career Fitness Manual in the Employment Center on PGALinks.com. This assessment helps you better understand how you tend to behave in various situations, how you interact with others, how you make decisions, and what motivates you at work. You can also see how your style and behavior compare against “best in class” performers in different PGA job titles.

The Management Styles Assessment is available to you at no cost and can be a valuable resource to help you improve both professionally and personally.

Best wishes for a successful 2007, and please don't hesitate to contact me if you need assistance with any PGA employment services or programs.

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