

CAREER NOTES

By Dick Bradow, PGA Employment Services Consultant

The arrival of spring signals the beginning of the peak golfing months - increased activity, more responsibilities, longer hours, etc. As the leader of your staff, it's important that you maintain the right attitude to motivate employees, maximize productivity, and make the workplace enjoyable. I recently read an article that provided some simple tips on inspiring a positive work environment:

1. Greet co-workers – It may sound like a no-brainer, but it's easy to forget amid the hectic schedule of activity at a typical golf facility. It only takes a second, so make it a point to start the day with a friendly greeting to everyone you see.
2. Smile – The workplace doesn't have to be like a funeral home. A smile can keep everyone upbeat even during the busiest of times and can especially powerful during meetings when employees expect only serious business.
3. Praise people – People want to know that their efforts are recognized and appreciated. Acknowledging someone who has exceeded expectations can be a wonderful motivator and can keep employees feeling good about what they are doing.
4. Keep your cool – When unexpected issues arise, don't fly into a full-fledged screaming rage. Instead, be a role model by using positive language and a calm optimistic approach that is focused on a solution.
5. Organize staff activities – Show your employees that you care about them outside the workplace. Organize staff get-togethers – a golf trip to a top course, a family barbeque, an outing to a ballgame, dinner at a local restaurant, etc.
6. Do the little things – To keep your employees fresh and productive, allow them to have fun, be creative, and have a "life" away from work. Empower them with new responsibilities and challenge them to come up with new ideas. Develop a schedule that allows them time to play golf and spend time with their families. Take an active interest in your assistant's golf game, PGM progress, and career development.

Important Reminder

If you have not already done so, please go to PGALinks.com and complete the 2006 PGA Compensation Survey. This biennial survey has become the most credible source of compensation information in the industry, and your participation will help provide you and your fellow PGA Professionals with accurate statistics for negotiations, job searches, and budgeting. In addition, it will provide valuable information for the Indiana PGA and for those of us who work on your behalf to upgrade compensation for all PGA positions.

To keep you armed with the most accurate data, we need all PGA Professionals, from Apprentices to our most experienced Members, to support the survey. All individual responses are completely confidential – your personal information simply becomes a part of the overall statistical database, so please don't let concerns about confidentiality be a deterrent to participating in the survey. PGA Members earn 1 MSR hour by completing the survey by March 31.

Best wishes for a successful 2006 season, and please don't hesitate to contact me for assistance with any PGA employment services.

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