



4 Beneficial Connections PGA Professionals Should Make in 2010

Remember the game "Connect 4?" To win, a player must connect four of their playing pieces in a row, vertically, horizontally or diagonally. With that as an example, the PGA is encouraging PGA Professionals to adopt a similar approach of connecting on multiple levels, using four strategies that can help them survive and thrive in today's golf environment.

1 – Connect with your employer/supervisor

- Make sure you understand your employer's stressors and goals
- Provide business and marketing plans that stress creativity and flexibility
- Focus on maximizing rounds, revenues, participation, and operational efficiency
- Be proactive and create more communication opportunities:
 - Daily/weekly 10 minute "speed meetings"
 - Weekly/monthly home and away golf outings
 - Weekly/monthly one page executive summaries outlining accomplishments and challenges
 - Prepare contingency plans anticipating fluid and corrective budgeting
 - Be a team player and seek more responsibility
 - Make sure your employer knows your top priority is the overall success of the facility

2 - Connect with your PGA Employment Consultant

Discuss your short and long term goals, issues you are facing with your job, how you can enhance your value with your employer, your job seeking skills and strategy, your CareerLinks ProFile, your resume and cover letter, etc. We can also help you utilize the resources and tools provided by the PGA of America:

- PGA Blueprint
- PGA Professional Report
- Career Fitness Manual
- Job Hunters Tool Kit
- PGA Compensation Study
- PGA PerformanceTrak

3 – Connect to education and self improvement

- Take advantage of PGA of America, PGA section, and outside education programs that are targeted to your employer's goals and your own personal and professional growth
- Get started on the PGA Certified Professional Program
- Look for books, articles, publications, and Internet information focused on improving business practices and personal performance
- Utilize PGA Best Practices to learn about proven ideas that work

4 – Connect to your golfers, your community, and the golf industry

Re-energize your customer service skills and stay in touch with the world outside your facility

- Be visible at your facility and personally connect and interact with your customers
- Make a set number of networking connections every day – fellow PGA Professionals, manufacturer's representatives, club managers and superintendents, allied association leaders, community leaders
- Stay active in your Association – attend meetings, participate, volunteer, play in events, etc.
- Stay active in your community – volunteer, organize, get involved, meet people, etc.
- Stay positive – keep your staff energized and help your golfers enjoy their experience at your facility

Your CareerLinks ProFile

Make sure you are getting the most out of CareerLinks by reviewing and updating your CareerLinks ProFile, located on the PGA Employment Center of PGALinks. This is especially important if you have recently changed jobs or PGA classifications, gained additional experience, or would like to modify your future employment preferences. Please contact me if you have any questions about your ProFile.

PGA Compensation Survey

The results of the 2008 Compensation Survey are available via a customizable compensation query tool, located on the PGA Employment Center of PGALinks. The 2010 Survey will be available in January, and it is essential that all PGA Professionals participate to make this reporting tool the most valuable in our industry.

Please don't hesitate to contact me if you would like assistance with any PGA employment services.

Dick Bradow is an Employment Consultant for the PGA of America and a PGA Certified Professional. He can be contacted at (502) 458-2002 or by e-mail at dbradow@pgahq.com.