



"It's Personal"

PLAYER
DEVELOPMENT
GAMEPLAN

GOLF 2.0



GOLF 2.0 *It's Personal*

PLAYER DEVELOPMENT GAMEPLAN

This **Player Development GamePlan** is the initial resource in a series developed to help you and your personal commitment to Golf 2.0.

You can use this **Player Development GamePlan** to gain an overview and understanding on the recommended action steps to enhance your Player Development efforts.

The **Player Development Playbook** is the more comprehensive resource for you to use, as it provides detailed information and direction for each of these steps. Please visit Golf20.net to access the **Player Development Playbook** to utilize at your facility.

*“ THE TIME IS NOW FOR GOLF 2.0.
THE TIME IS NOW TO EMBRACE OUR
SKILLS IN BRINGING MORE CUSTOMERS
TO OUR FACILITIES. ”*

*ALLEN WRONOWSKI, PGA
PRESIDENT, THE PGA OF AMERICA*

INTRODUCTION: PLAYER DEVELOPMENT

Why should Golf 2.0 Player Development be important to you? Golf 2.0 is about growing the number of golfers, rounds and revenues over the next decade. Does that sound like something your employer might be interested in?

PLAYER DEVELOPMENT = YOUR FUTURE

Job Security

Better Compensation

A Healthier Golf Industry

If you don't do it, WHO WILL?

Your pathway to Golf 2.0 Player Development success begins with these six steps that may be adopted in their entirety or integrated to enhance your current efforts. It's your personal challenge and responsibility to act on these steps.



This **GamePlan** provides listings of action steps for each of these particular areas. For detail, direction and more information, PGA Professionals can access the complete **Player Development Playbook** at Golf20.net.

COMMUNICATION STEP

Golf 2.0 research identified a communications gap between many PGA Professionals and employers. PGA Professionals report hosting a variety of programs, yet employers were quite often unaware. It's your personal responsibility to communicate your plans and how you're positively impacting the number of customers and rounds played through Player Development. Your employer must value you as a revenue generator. Better communication should lead to increased prosperity and job security.

WHAT TO COMMUNICATE WITH YOUR EMPLOYER:

1. Industry Trends

- Golf 2.0 strategies and initiatives
- Golf 2.0 research and Information
- Share resources with employers:
 - Access to Golf20.net
 - PGA Magazine and PGA Magazine Insider

2. YOUR Plans & Results

- Business plans
- Quantifiable results
- Updates on marketing efforts
- Brief recaps about programs, success and issues

HOW TO BEST COMMUNICATE:

1. Meetings

- Pre-season planning sessions
- Regular monthly/quarterly update meetings
- End-of-the-season recaps

2. Reports

- Monthly/quarterly reports providing quantifiable results
- Regular emails with brief recaps of progress

ANALYSIS STEP

Analysis is important as it will identify strengths and deficiencies of your programs, allow you to set goals for future objectives and help you in your planning so that you can reach your goals.

WHAT AND HOW TO ANALYZE:

1. Internal Factors and Previous Performance

- Effectiveness of your current planning process
- Customers
- Current programming
- Instructional team & staff
- Marketing
- Physical plant (golf course, range and atmosphere)

2. External Factors

- Understand demographics of your local population
- Latent demand for golf in your community
- Identify business, organizations, schools (i.e., for community based marketing and relationships)
- Understand the recreational landscape in your community
- Competing facilities
- Other recreational activities

3. How to Analyze

- SWOT (Analysis of Strengths, Weaknesses, Opportunities & Threats)
- Access Government/Chamber of Commerce resources for market demographics
- PGA resources
 - Golf20.net
 - PGA PerformanceTrak

PLANNING STEP

Well-thought-out planning will serve as your Player Development foundation and will allow you to maximize the effectiveness of your programs. As American culture changes over time, your Player Development programs must make golf fun to engage younger generations and a variety of consumer groups.

WHAT AND HOW TO PLAN:

1. Core Strategic Framework for all Player Development programming

- Mission statement
- Vision

2. Set Aggressive Yet Realistic Objectives

- Number of programs
- Number of participants
- Retention results
 - Frequency of play and purchases
 - Spending
 - Membership sales

3. Programming Functions

- Programs
- Staffing
- Marketing plans
- Scheduling
- Physical plant (golf course/practice facility)

4. Budget

- Programs
- Staffing

5. How to Plan

- Leverage SWOT
- Collaborate with employer
- Review Golf 2.0 menu of programs

MARKETING STEP

According to Boston Consulting Group, there are 61 million American “lapsed” players. It’s your personal challenge and opportunity to tap into this population of potential customers and get them excited about playing golf at your facility.

WHAT TO MARKET:

1. The Game

- Friends, family and fun
- It’s affordable
- Current programming
- It’s welcoming to all races and genders
- It’s good for your health

2. Your Facility

3. Your Programs

4. Yourself

HOW TO MARKET:

1. Who you want to market to

- Golf 2.0 research identified nine targeted consumer groups

2. Strategies to use when Marketing:

- Community marketing
- Special events
- Direct e-mail and mail
- Digital
- On-site promotions
- Cross-Promotions
- Public relations
- Advertising

3. Resources available

- Golf 2.0 templates and collateral are available to help at Golf20.net

EXECUTION STEP

How well you execute your plans and programs will be the determining factor on reaching your goals.

WHAT AND HOW TO EXECUTE:

1. Keys to Execution

- Hire the best people
- Train
- Schedule
- Market
- Retain

2. What You Need to Do to Execute:

- Commit to your plan
- Maintain enthusiasm
- Dedicate time to your marketing plan
- Have the right people
- Collect contact information
- Follow up

3. How to Execute:

- Make it FUN, Make it FUN, Make it FUN
- Make it welcoming and comfortable
- Keep it easy and affordable
- Get students on the course quickly
- Show them the value of playing
- Create relationships with your students
- Collect their data and maintain a dialogue



TRACKING STEP

Quantify the impact you had in generating revenue for your facilities bottom line.

WHAT AND HOW TO TRACK:

1. What to Track:

- How many new golfers
- How much have they played
- How much have they spent
- Break each down by your specific niche market groups
 - Women
 - Juniors
 - Families
 - Seniors

2. Options on How to Track:

- Frequency tracking card
- Customer Database
- Phone calls
- Personalized emails

3. Reporting:

- Provide quantifiable reports to illustrate your value as a revenue generator



GOLF 2.0 MENU OF PROGRAMS

The following is a menu of opportunities available for you to consider when selecting programs that are most appropriate for your target consumer groups. They must be fun and address barriers keeping these groups from playing.

- Get Golf Ready**
 - Get Golf Ready
 - Get Golf Ready 2
 - Get Golf Ready Outings/Leagues

- TEE IT FORWARD**

- It's OKAY**

- Welcome to Golf Month**

- Women's Golf**
 - Connecting with Her
 - EWGA
 - Get Golf Ready for Women

- Family Golf Month**

- Junior Golf**
 - PGA Sports Academy
 - Boys & Girls Clubs of America
 - PGA Junior League Golf
 - PGA/USGA Access Pass
 - Kids Play Free

Visit **Golf20.net** For Program Details

WHERE TO GO FOR MORE RESOURCES

GOLF20.NET

Your next step is to access the **Player Development Playbook** at Golf20.net. Here you will find comprehensive details, direction and information behind each of these steps. You will also find a variety of templates and examples including:

- Golf 2.0 Menu of Programs/Details**
- SWOT—Suggested Guidelines**
- Example Market Analysis Demographic Report**
- Example Business Plan**
- Template Budgeting Tool**
- Example Director of Player Development Job Description**
- Report Tracking Template**
- Guidelines for Collecting Data**

“IT’S PERSONAL” COMMITMENT

As a steward of the game, I’ll make a personal commitment to take action on the **Playbook** steps, to the best of my ability, and to create a culture of Player Development excellence at my facility:

Communication: _____ **Date to begin action by**

Analysis: _____ **Date to begin action by**

Planning: _____ **Date to begin action by**

Marketing: _____ **Date to begin action by**

Execution: _____ **Date to begin action by**

Tracking: _____ **Date to begin action by**

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For the complete Golf 2.0
Player Development Playbook

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PGATM