

PGA BEST PRACTICES: PLAYER DEVELOPMENT

Customize the Specifics of Get Golf Ready



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The flexibility of the Get Golf Ready program makes it ideal for our facility. For example, to fit our budget we modified the price to \$119.99 instead of \$99. This allows us to offer some giveaways and creates other opportunities to enhance the program. We also have customized the curriculum to fit our approach to the learning process, meaning that we start from the green and work back out to the tee and finally the golf course. As for the golf course part of it, we utilize our short three-hole academy course to acclimate new golfers to the course and create a solid comfort level.

My advice to other PGA Professionals is to jump in and offer Get Golf Ready because it works, then customize it and create other programs around it that all connect and link together so that a brand new golfer can see all the steps. One option is to create a shorter, more inexpensive “orientation to golf” program to get people into the full Get Golf Ready program. Also, you can add a program after Get Golf Ready, something like a “Get Golf Better” program that really connects the participants to the golf course, maybe even a playing league of some sort. The benefits to your facility can be endless if these programs are created and new golfers develop an affinity for your facility as their golf home.

For more information on Get Golf Ready and other PGA Player Development programs, please visit the Player Development page on PGALinks.com.



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