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The "A Team" Model

Approach your career like you do your golf game

By Addison Craig, PGA

Having worked both domestically and internationally on program internships in the golf industry, I have experienced real life lessons on what works, and what doesn't. There is a similarity throughout the industry and a method to success, which I have developed through my lifelong passion of golf. By focusing on perfecting your golf swing and finding your blind spots, this method not only will improve your golf game, but improve your business success as well.

The "A Team" model golf swing shown below highlights the five phases to becoming an effective role model in the golf industry.

about to be snowed out. If you've put in the time and effort to learn, you'll be able to do your job in an exceptional manner automatically.

Phase 1: Addressing the Ball

This is known to be your pre-shot routine, or how you start your day in the work place. When addressing the ball or clocking-in for work, one question should always be on your mind: Am I capable of bringing my "A Game" today?

Phase 2: Taking the Club Back on Plane

This step is all about keeping the right mindset to make sure you create a memorable customer service experience at your facility. In order to keep you from bringing the club outside or inside your body, you must find the perfect takeaway to accomplish your goals. Otherwise, you run the risk of damaging the facility's reputation, which can have a domino effect on the rest of the operation.

Phase 3: Top of the Backswing

This is the most crucial part of not only the entire swing, but to your organization's ability to move forward as well. This phase of the swing relates to what I call the "moment of truth" with your customer. As long as you keep the right execution and angle of approach, you will succeed and achieve a great customer experience.

Phase 4: Downswing and Impact

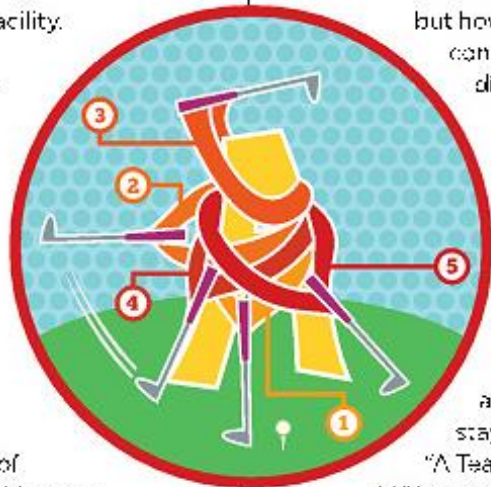
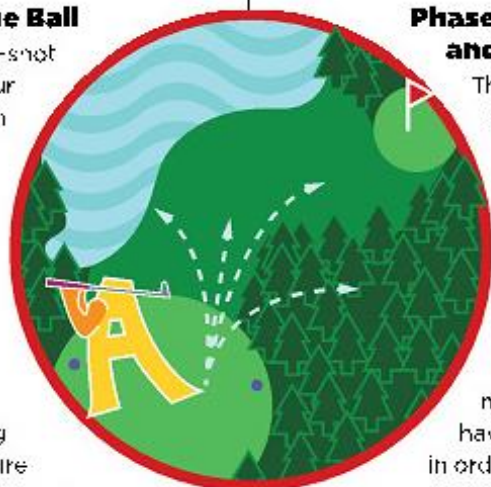
This phase determines if you have all the systems and levers in order. This will bring all the attention on you and how you perform under pressure. All your work and preparation is

Phase 5: Follow through and Evaluation

This phase is crucial to evolving your "A Game." Get into the habit of always debriefing. It's a time to review the swing, the process you followed, and the risks you took on or avoided.

In the work place, you will be faced with many options and obstacles. You must make sure to always have the right working mindset in order to take the best course of action. This relates not only to golf, but how any business works. A consistent work ethic will directly impact your results.

If you want to be an "A Team" player and build a work environment of "A Team" players, follow this model. You will not only hit more fairways and greens but also achieve greater success personally and professionally. Be accountable, set goals and stay focused. If you do, the "A Team" model will bring out the "A" in everyone! ■



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