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How to Create a Great Golf Instruction Experience

Especially for Millennials

Millennials have been called naïve and narcissistic, self-absorbed and entitled, civic-minded, and even the best-educated generation ever. Considering there are more than 80 million of them in the United States, generalizations can be, well, very general.

This huge population, born roughly between 1980 and 2000, are now in the position to start taking golf lessons. According to the Boston Consulting Group, these 17 – 37-year old individuals have a spending power of \$1.3 trillion in annual buying power.

Your ability to create an amazing golf experience will determine if you can attract, and keep, their interest. Here are some of the things you should consider doing to meet their needs.

Millennials like authenticity especially before committing to any experience. For example, I'm not going to book a hotel on Expedia if it's under four stars. Once I find the right hotel that suits my eye, for a reasonable price and good reviews I will commit to the transaction and expect a certain standard for that experience.

The important point is that I do my research and feedback matters, just like many of my peers. Millennials also want regular feedback, whether weekly or monthly, and often preferably face-to-face despite their expertise with technology. Your ability to create extraordinary memories and build open and honest relationships is what will set you apart.

Millennials like men and women who have strong ethics and beliefs. They want and look for the truth. Gaining the trust of an individual is less likely to happen than people believe. Find great ways to interact with your students, because that is what will set you apart.

Millennials want their opinions to matter and they want to be heard. It's extremely important to make your instruction fun, simple, and effective. It's important to keep reaching out to Millennials to create personal and performance goals throughout each season. They want to see results, but more importantly they want to see that you actually care.

Think outside the box. With golf instruction, you need to find different ways to bring people together and engage in conversations. Ever wonder how Millennial students feel about a certain subject? Don't just wonder. Ask. Encourage them to talk about their concerns and ideas.

Put systems in place where they can openly voice opinions. Also, be aware of your non-verbal communication in responding.

As a golf professional, stay on top of what's going on in the field and use stories to teach. Getting a chance to work more and more with Millennials will help you gain their trust as you build your awareness of what works and what doesn't.

It's all about making sure that when you are on the lesson tee you have a game plan that is uniquely designed to meet the needs of those you are instructing. It is not a one-size-fits all approach that works.

Aside from the face-to-face interaction, it is important that you give a lot of attention to the teaching area. When a student walks up, what do they see?

Does it look professional?

Are you using technology and training aids in your teaching?

Is the area safe and free from unnecessary distractions?

Do you have systems in place to create a friendly and welcoming environment?

Since many Millennials are now entering in leadership positions, golf is a great sport to learn as a lot of business is conducted on a golf course. Why not share that information during a lesson to encourage your students to keep at it?

Millennials are a highly educated, talented group of individuals with a hunger for self-improvement. A majority prefer fulltime employment to freelance work. They think business is having a positive impact on the wider society.

All this is great news especially for golf instruction, so go out there and go above and beyond, and make your facility a five-star experience! **BR**