

Professional Development and Golf

Professional Development and Golf is for people wanting to prepare for productivity and/or promotion better and faster connected to golf. We offer compressed programs that include briefings or tips for professional development from author and coach Dr. David Dyson plus a golf tip from a PGA professional Simon Coulls prior to a round of golf that gives opportunity to practice what you have learned with other professionals. We can add a “business golf” tip. If sponsored by your golf course, your golf professional can provide the golf message or participate with us. The golf club benefits from increased golf rounds and distinctive branding for offering innovative individual and business development benefits as well as golf, food and entertainment.

Sample Program:

1. Lunch buffet of 30 minutes or less provided by the food and beverage team of the golf club.
2. Two or three brief coaching tips you can use—professional development, business development, and golf—handout, example, or tool...during the meal time.
3. Range balls to warm up, golf professional on hand to observe/assist or offer short complimentary clinic showing what he taught in the briefing.
4. Incentive fee for lunch, practice balls, golf/cart...
5. Advance registration and payment option plus final registration and payment option in the golf shop so patrons can arrive early to purchase items.

We can offer seminars and meetings for your golf property and you can offer our program to visiting professional societies, corporations, and individuals wanting to invest in learning and developing as part of their event. You also can offer us to provide training faculty, speakers, and meeting facilitators to your great meeting space, food and beverage. You can add a professional development seminar prior to your golf event and/or benefit from training or planning in a “golf setting” at any time of year, regardless of the weather. Dr. Dyson can provide PDH (professional development hour) documentation for your licensure, organization’s standards, and/or your own professional goals.

Dr. David Dyson serves as the professional development member of the team, along with golf professional Simon Coulls or your professional, and Dwight Wiggins or a local member and business professional we invite to offer a “business golf” tip. They represent the three levels of interest in golf: Professional, Avid, and Recreational and can adapt the message to each group for all three levels at your event. David can consult on how to set up the program and coach the participants, especially when the venue is at great distance and travel expense significant.

Individuals can attend and play on their own, though are encouraged to bring one or more clients and/or prospective clients. Also consider alliance partners who advocate your service or product to others and/or colleagues with business development responsibilities. Invite those who can prepare for promotion better and faster by learning more about business and client development and the art of nurturing relationships. Some sponsor one program and outing for clients and another for advocates and alliance partners. Some prefer to bring guests from one client group at a time.

Business golf is popular though with more businesses as well as private practice professionals wanting ROI on time and expense, adding purpose and benefits to enjoying golf seemed like a need and opportunity. David Dyson invited client and friend PGA professional Simon Coulls to partner with him to host events at the golf club managed by Simon. Results included more golf rounds, plus attracted a news article that boosted branding.

Professional Development and Golf Offerings

(Offered with the golf property and other partners)

Professional Development and Golf:

- Professional Development and/or Leadership Tip
- Professional society seminars at the club/conference center
- Corporate training
- Conference with one or more speakers/trainers/facilitators: lunch & learn, half-day, day, or multi-day...
- Professional and leadership development seminar series: multi-day, weekly or monthly, annual event...
- Planning seminar, workshop, and/or retreat/summit for a day or include overnight stay.

Results-focused topics you can choose for seminars, meetings, and coaching:

- 7 Best Practices for Personal Leadership and Golf (Dr. Dyson and golf professional)*
- 7 Actions for True Professionals*
- 7 Actions for Leaders in the 7 Levels of Leadership*
- Earning and Delegating Empowerment*
- Assessing and developing Attitude and Ability*
- Developing a Professional Plan to increase focus and improvement plus state intent for cooperation*
- T.I.M.E. (Time. Inspiration. Money. Energy.)*
- 7 Motivating Values*
- Send a menu with more options*

Programs for PGA Professionals and their Properties

- PGA chapter professional development and leadership seminars (with PDH certificate)
- Professional and Leadership Development training for Presidents/General Managers
- 7 Predictions and Strategies for the Next Generation in Golf and Business
- Training and tools for key staff, emerging leaders, managers/team leaders
- Life Planning and Leadership Academy seminars with tools to teach students, interns, school golf teams/ students: developing a plan for life, school, profession...and/or Life Leadership Best Practices.

Menu Options you may consider offering to individuals and groups:

- Golf Tip
- Golf and cart
- Golf shop purchases
- Practice balls
- Golf clinic
- Golf coaching
- Play with the Pro
- Professional Development Tip
- Business Development Tip
- Business Development workshop or coaching
- Meal
- 19th Hole with refreshments and networking
- Business gifts and mementoes for clients and friends
- Books related to our programs for gifts and for sale in the golf shop