



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

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Goals of the program:	The goals of our Get Golf Ready program were to introduce new female golfers to the game of golf. We also wanted to achieve these new golfers playing on a regular basis, taking professional instruction and introducing their friends to the game.
Program Design:	The program we developed is Get Golf Ready for Women. The class was 4 consecutive Tuesdays in April, with 1 ½ hours of instruction in each class. The class taught the basic fundamentals of golf from chipping, putting, & full swing mechanics. We also taught golf etiquette.
Tracking Results:	We tracked our results by number of participants in the class. We were also able to track how many private lessons were sold after the class and how many extra times the students came out to practice or to play. We also used the PGA Revenue scorecard.
Results:	We achieved our goal of generating more interest in golf by: <ol style="list-style-type: none">1. Requests for another set of classes, which we provided.2. Starting a Get Golf Ready League in 20203. Having a student purchase a family seasons pass and registering their children for our PGA Junior League.
Business Impact:	The impact our Get Golf Ready class had on our business was that it generated in a season pass sale, brought kids to our PGA Junior League Program and increased private lessons for me and assistant professionals. It also gave our assistants more experience in teaching.



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Recommendations:

My recommendations for other professionals who might adopt this program are:

1. Advertise it as “non intimidating”
2. Make sure the class is long enough, at least 1 ½ hours.
3. Have a Q & A portion after each class.
4. Advertise it as male or female only.
5. Offer a level 2 course for people who have completed the first set of classes.
6. Offer a league after the class, to keep students active in golf.
7. Make sure that proper equipment and training aids are available.