

Top 10 Skills and Traits Every Successful PGA Professional Should Have!



Why This Topic?

- Give you resources for more effective hiring this season.
- Give you resources for your own personal career development.
- Think about and develop our own skills as PGA Professionals to raise our brand.
- Make our lives easier and our operations better by hiring and training great employees 😊

**WE
BECOME
WHAT
WE
THINK
ABOUT**
ELEVATEYOURMINDSET

Group Think



TEAM WORK

List 10 skills you want to see in your hire, both on paper and in-person during the interview.

Present your list to the room.

Highlight the 3 deal-breakers.

Research Study

- Matt Palsenbarg - Head Teaching Professional - The Tour Lab @ Northview
- Scott Kolb - General Manager - Victoria Golf Club
- Marty Matsuzaki - Head Professional - Toscana Country Club
- Jason Ballard - Head Professional - Oak Hill Golf Club
- Mark Thirtle - Head Professional - Capilano Golf and Country Club

Mark Thirtle



Top skills and traits desired in a Senior Assistant/Associate Professional

- Love of the Game
- Honesty and Integrity
- Communication, Engaging, and Relationship Building
- Accountability and Knowledge
- Listening
- Confidence
- Positivity
- Delegation
- Decision-Making
- Creativity

Marty Matsuzaki



Top skills and traits in hiring an Assistant Professional
(1-3 years of experience)

- Customer Service
- Outgoing personality
- Positive attitude
- Team player/do anything required
- Attention to detail
- Anticipate member needs
- Following through
- Passion for the game and love of the craft

Jason Ballard



Top skills and traits in hiring an Outside Service Employee

- Personality
- Memorability
- Hospitality
- Career Driven
- Initiative
- Motivated
- Understanding of Culture
- Punctuality

Matt Palsenbarg



Top 10 skills and traits in hiring a Class 'A' Senior Instructor

- Ability to fit elite level students
- Ability to teach elite level students
- Strong understanding of technology
- Quick adaption to changing trends/interest in continuing education
- Know and understand what top instruction influencers are doing
- Strong playing proficiency and desire to compete
- Strong awareness of self-branding
- Entrepreneurial mindset. Energy and willingness to work long hours at times
- Marketing expertise is 1a, teaching ability is 1b.
- Ability to design and implement short and long-term programs
 - Clinics, golf in schools, beginner golfer, short-game, etc.

Scott Kolb



Top skills and traits desired in a Head Golf Professional
(Used in the hiring of Head Professional, Lindsay Bernakavitch)

- Leadership (8)
- Presence (8)
- Personality (8)
- Creative (7)
- Detail-oriented (7)
- Event Organization (7)
- Customer Relations (7)
- Teaching Leadership (7)
- Playing Ability (6)
- Financial Knowledge (6)
- Strategic Planning (4)
- Name Club Experience (4)
- Total Experience (4)
- Golf/Business Education (3)

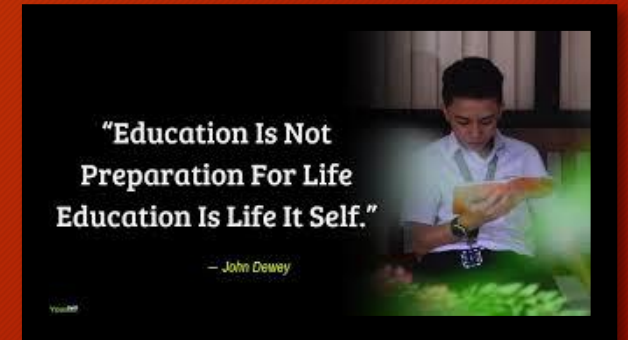
Skill Development

- What are some commonalities we see from the 1st year industry employee through to the Senior Manager in their skills and traits?
- What are some differences?
- How can we develop in the course of 1-3-5-15 years to acquire these skills and traits?
- What else can we do outside of our work experience to develop these skills and traits?
- What volunteer opportunities are available to me to meet people that can help me answer these questions?

Skill Development Through Education

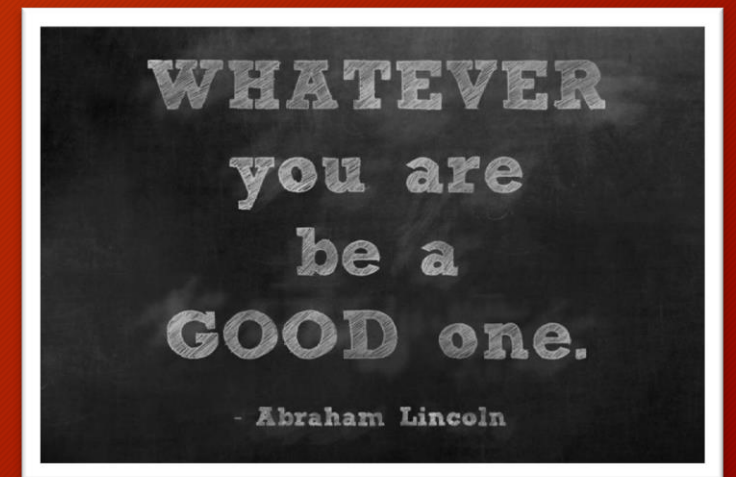


- Coach Camp – Andrew Rice – Georgia
- Disney Institute
- Cornell University Certificate Programs
- PGA of America – Orlando – Show
- PGA of Canada – Tee Talks Live
- PGA of Canada Training Academy
- PGA of Canada Online Resources
- PGA of BC Spring Seminar
- Toastmasters
- Social Media (Follow instructors who you may not necessarily agree with their instruction.)
- PGA of BC Buying Show Symposiums
- CMAA Seminars
- Bachelor's and Master's Degrees – Online (Athabasca Online)
- Shadowing Instructors
- Golf Business Network
- TPI Certifications
- Trackman Certifications
- Scott Cowx Certifications
- Aimpoint Certifications
- PGM Programs
- GMIC Programs
- PGA of BC Career Advisory Program
- Superspeed Golf Certification
- ANYTHING I AM MISSING!?



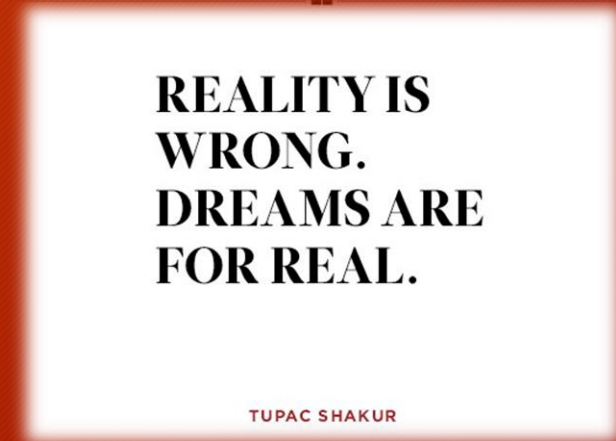
Work Experience

- Is my current job and is my place of work, my employer, and my role all putting me on track to achieve my dreams and goals 5-10-20 years down the road?
- What skills can be developed from experiencing different work environments and facilities?
- Am I asking enough questions?
- Do I know all of the challenges ahead of me?



Other Areas Of Influence For Development Of These Skills and Traits

- Balancing work and life - Burnout
- Finding time to play the game
- Travel to and from work
- Financial obligations in the present vs. future (short-term sacrifice vs. long-term gain)



Education Financial Resources

- PGA of BC Jim Gibson Scholarship
- PGA of Canada Bursaries
- PGA of BC Professional Development Program
- Contract Negotiation
 - Education benefit within contract

“

It's hard to beat a person
who never gives up.

”

THANK YOU!

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