



The Explorers



European Conference
on Club Management
2019

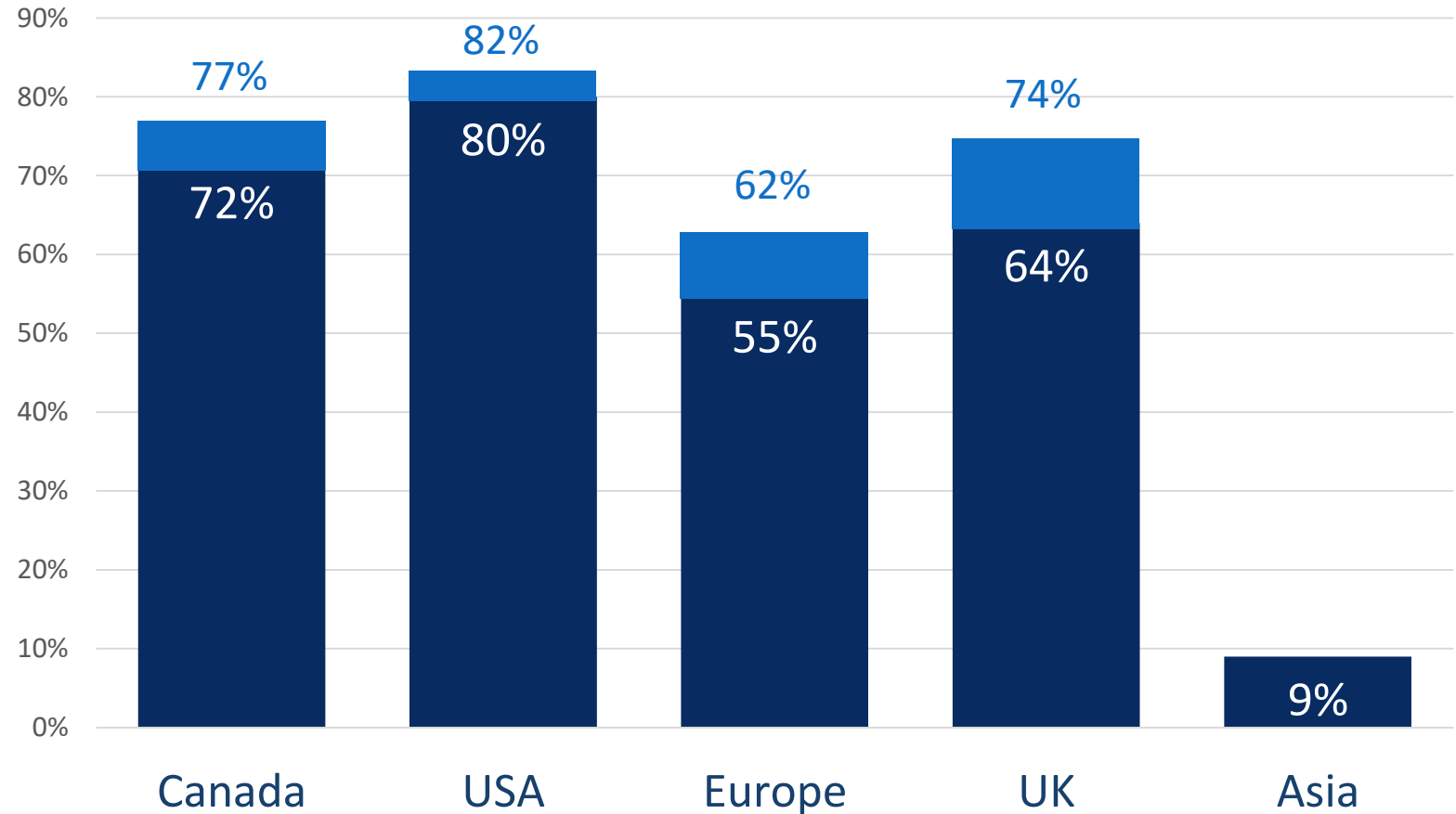
Host.



Rob Hill, BA (Hons), MBA
Partner, Global Golf Advisors

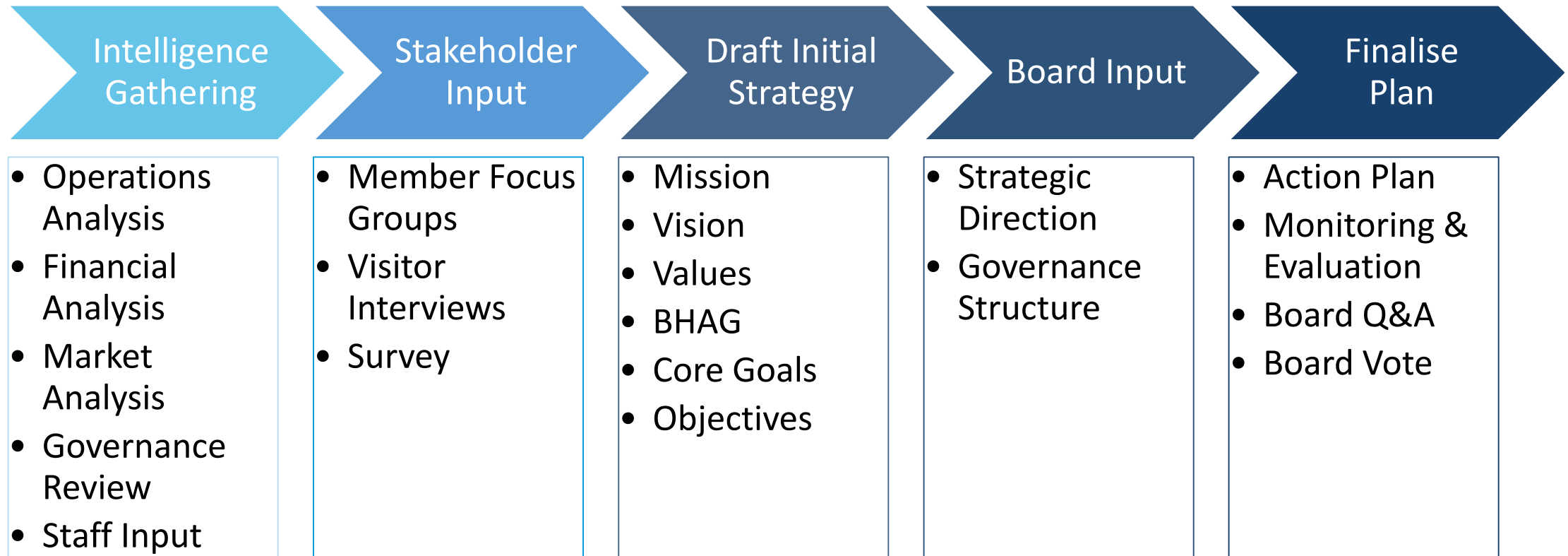
Strategic Planning is a Habit amongst Top Performing Clubs

Of 100 of the world's top performing clubs, how many are working to a strategic plan?



2017 2019

Strategic Planning Process



5 Habits of Great Strategic Thinkers



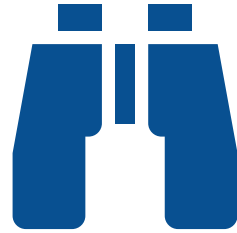
Fearless & Critical

Like the explorers of the age of discovery.



Anticipate

Anticipate the Future of the Club Industry.



Look Beyond

Look Beyond the Club Industry for Inspiration.



Curious and Open

Be Curious and Open



Decisive

Make Decisions Decisively

Explorers.



Javier Riveriego, CEO
Real Club Valderrama



Marc Newey, CEO
Roehampton Club



James Burns, GM
Milltown Golf Club

Embarking on
the journey.



What persuaded you to start
your strategic planning
journey?

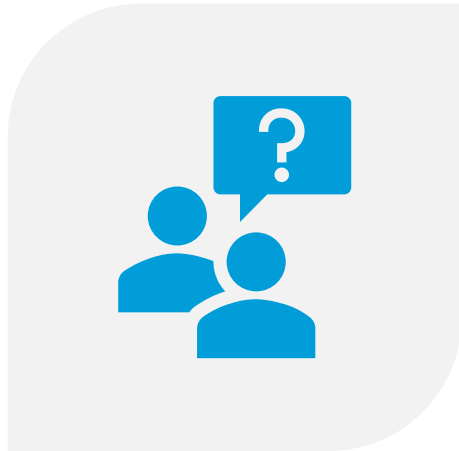


What were aiming to achieve
with your strategy?

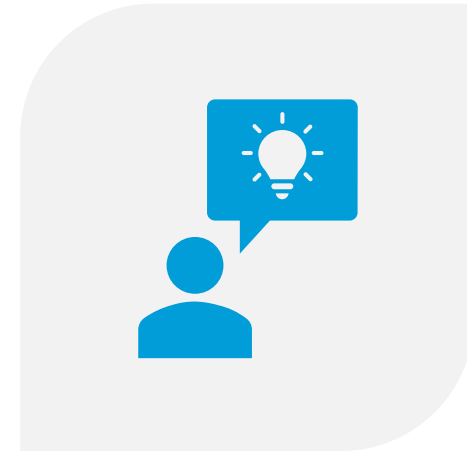


How did you garner support
from stakeholders?

Intelligent, Evidence-Based Planning.



What were the important questions
you needed answers to?



What intelligence did you rely on to
inform your strategic thinking?

Keep Strategy Alive.

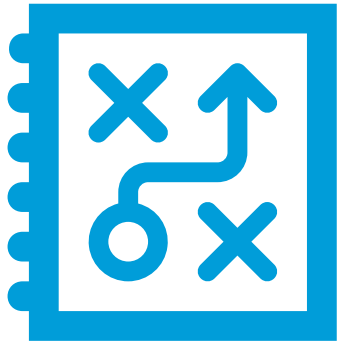


How do you successfully keep strategy alive at your club?



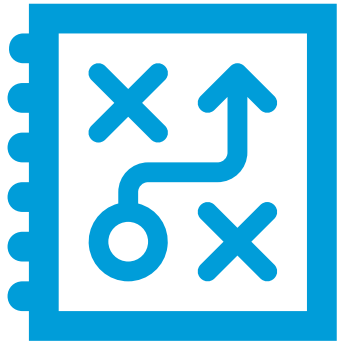
How do you monitor performance of your strategy?

Secrets to Success.

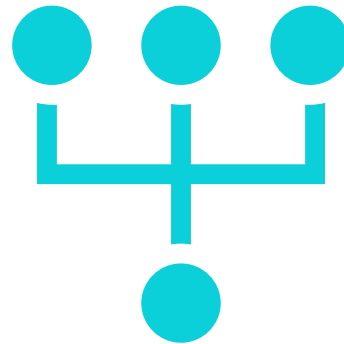


What have been the benefits
for you and your club in
developing a strategy?

Secrets to Success.



What have been the benefits for you and your club in developing a strategy?



What pitfalls should club leaders look out for?



What are the critical factors to a successful strategy?



Q&A

stra.te.gic plan.ning

(n.) one more way Global Golf Advisors helps clients make smart business decisions

For a complimentary copy of our strategic planning whitepaper, contact Rob Hill
(Partner, EMEA Office) on rhill@globalgolfadvisors.com.

Global Golf Advisors, formerly KPMG Golf Industry Practice has served over 3,000 clients around the world from our offices in Europe, Canada and the United States.

**GLOBAL GOLF ADVISORS EMEA OFFICE
HARCOURT ROAD, DUBLIN 2, IRELAND
GLOBALGOLFADVISORS.COM**