



The Destination:

What is your PURPOSE ?

Your first memory of a club?

How did you feel?



What do you call it?

Culture


Vision

Values

Strategy





 -PURPOSE

Ikigai

What is your club's life purpose?

When it goes wrong...

“It’s the only place people will read it...”



What is your club's vision,
mission or brand?



Purpose Bingo:

Great Facilities

Warm Welcome

Quality Service

Ideal Location

OUR MISSION

PRETTY MUCH WHATEVER
OUR COMPETITION DOES,
BUT SIX MONTHS LATER



So...

...when it goes **RIGHT!**



“ Highland Hospitality ”





“ Highland Hospitality ”



ACTION:

Decide what you are NOT

to decide what you ARE

“To make the the world a better place to live by...”



81%

believe sustainability is important

73%

Are changing their buying behaviors

38%

will pay more for sustainable products

Action:

Connect your purpose to issues
bigger than your business



“To provide an uncomplicated, private member experience where members can enjoy the finest of courses”

Action:

Look back to define your future

“ the most natural golf course in the world ”





A golf course's main design elements—fairways, bunkers, and greens—are synthetic analogues of features of the Scottish coastal linksland where the game was first played.

THE
NEW YORKER

Action:

Use the customers words

Don't use words

Setting your Purpose :

1. Connect to bigger issues
2. Look back to plan forwards
3. Use Your Customers Words
4. Don't use words at all

***We are all
custodians of
purpose!***

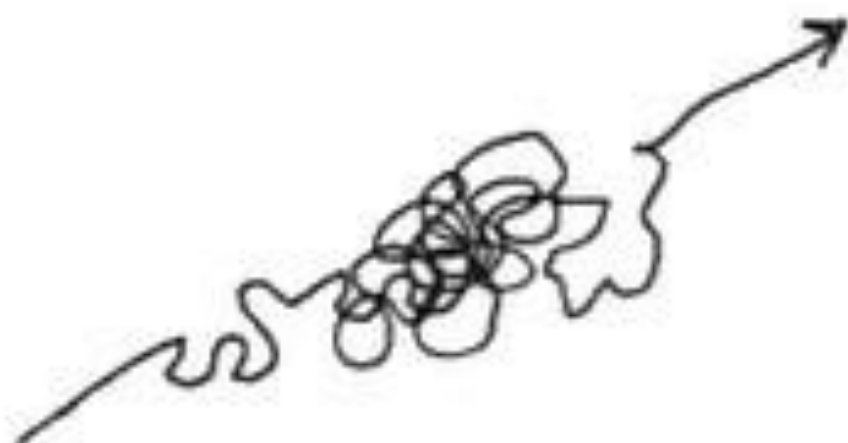


Success



what people think
it looks like

Success



what it really
looks like

Your first memory of a club?

*Someone else's first
memory of your club?*



Thank You!

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Traditional



Modern

Competitive



Sociable

Welcoming



Reserved

Glamorous

Austre

Approachable



Exclusive