

A TYPICAL TIMELINE:

REVIVING AN UNDERPERFORMING GOLF CLUB

1. LEARN



Discovery & Strategy

2 WEEKS - 1 MONTH

Ensure that your club has a factual understanding of your current position in the marketplace, and a clear action plan to implement your growth initiatives.

2. ACT



Top Priorities & Quick Wins

1 - 2 MONTHS

Prioritize the “low-hanging fruit” that can serve to deliver immediate impact to your club - whether that's financial, agronomy, staffing, or elements directly related to the customer experience .

3. REPAIR



Operations & Value Proposition

2 - 4 MONTHS

Measurably improve the product you're bringing to market vs. your competitive set. Hire and train staff, deploy accountability, build company culture and diligently track performance.

4. SELL



Win Revenue & Market Share

4 - 12 MONTHS

Now that we've created a viable business model that is going to resonate with your target audience, now it's time to attract, convert and close net new business revenue.

5. REFINE



Data-Driven Improvement

ONGOING

Compete in your marketplace through continuous cycles of review, planning, execution & tracking. Evaluate performance and prioritize highest impact activities based on consumer behavior.