

## Golf Best Practices Research

Proudly Supported By the Canadian Golf Industry  
Hiring/Training Research  
Dear Golf Industry Professional,

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We are writing to tell you about an interesting research project we are involved with and to encourage you to participate in this study. Leading edge research into the top human resources challenges facing North American golf clubs is now in the field and will be available to you for your 2010 planning season. Club managers, golf professional, superintendent and owners who participate in the 15-minute questionnaire will be able to access the results of this study for free and will be entitled to a complimentary coaching session.

The national research study to identify the Human Resources/Training & Development needs of the North American Golf Industry is based on data from a consultation with a cross-section of general managers, golf professional, clubhouse managers, superintendents, owners and long time members of some of North American's leading clubs. It was developed by faculty from the Georgian College Bachelors of Applied Business Golf Management program in collaboration with McKinley Solutions , a private sector leader specializing in human resources improvement for club management. Students of the College's golf management program will conduct a preliminary analysis of the data. Final analysis and a full report of the findings will be prepared by McKinley and faculty from the golf management program.

The objective of this research is to provide strategies for performance improvement initiatives and professional development programs that better meet the specific challenges faced by the Club Industry in North America. The results of the study will be available to non-participating clubs at a cost of \$299 and coaching sessions to interpret findings relevant to individual clubs will be available at a cost of \$599 plus expenses.

All data provided will be presented only in aggregate form to ensure confidentiality and anonymity. This study will enable management to determine which areas of training will result in the best productivity yields for their staffs and will help to improve the quality content in specialized industry training programs.

To participate in the survey please go to Best Practices Hiring/Training Research

Sincerely,

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