GOLF IN THE BUSINESS WORLD

In a recent Fortune magazine, the PGATOUR had an article about golf in the business world. They stated that, "Golf was not invented with business in mind but as pure recreation. If, however, you were asked to devise a game tailored for business purposes, it would look pretty much like golf today." Every day at Corporate Golf Wellness we teach golf to employees who need to learn the game for business uses.

The PGA TOUR also stated, "In an age in which minutes have become precious, golf gives people the ability to spend hours in the company of playing partners could be clients, prospects, co-workers, or competitors who just might turn out to be a potential merger or acquisition. Building rapport and forging meaningful relationships, along with strategizing, and decision-making: These are part and parcel of both golf and business." Certain jobs require building corporate relationships, and then promoting the company image and philosophy. We teach golf to these individuals right at their workplace, so it becomes like a training class.

The PGA TOUR also said," With its inherent difficulties and self-policing nature, golf also builds and reveals character, the foundation upon which much of business rests. From the fairways and the greens, the game provides an opportunity to get an in-depth look at people who one day might become partners or officemates. Club-tossers and scorecard-fudgers can't help but give themselves away. Same goes for the levelheaded and upright." One of the best qualities about most golfers, is they respect the history and the integrity of the game. At Corporate Golf Wellness, we always teach our students about the integrity of the game along with how to use that knowledge to their benefit.

The PGA TOUR says," Golf's attributes- integrity, hard work, perseverance - are consistent with what companies try to create in their own organizations." No other sport is harder to learn than golf. Without dedicated practice and hard work, success will never be reached. Then, once people learn the game, they are expected to adhere to the rules, and maintain the history of the game.

Some of our corporate golf clients:

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