

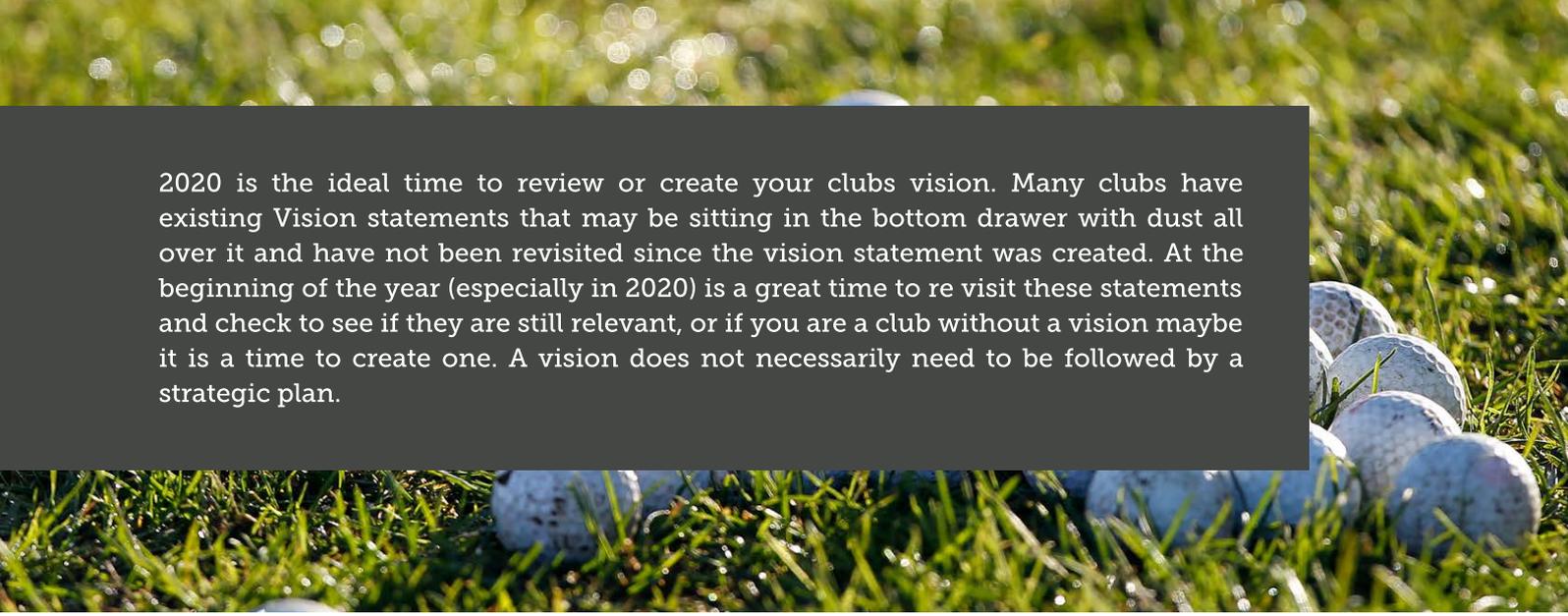
Case Study

What is your 2020 Vision?



January 2020





2020 is the ideal time to review or create your clubs vision. Many clubs have existing Vision statements that may be sitting in the bottom drawer with dust all over it and have not been revisited since the vision statement was created. At the beginning of the year (especially in 2020) is a great time to re visit these statements and check to see if they are still relevant, or if you are a club without a vision maybe it is a time to create one. A vision does not necessarily need to be followed by a strategic plan.

What is a vision statement for?

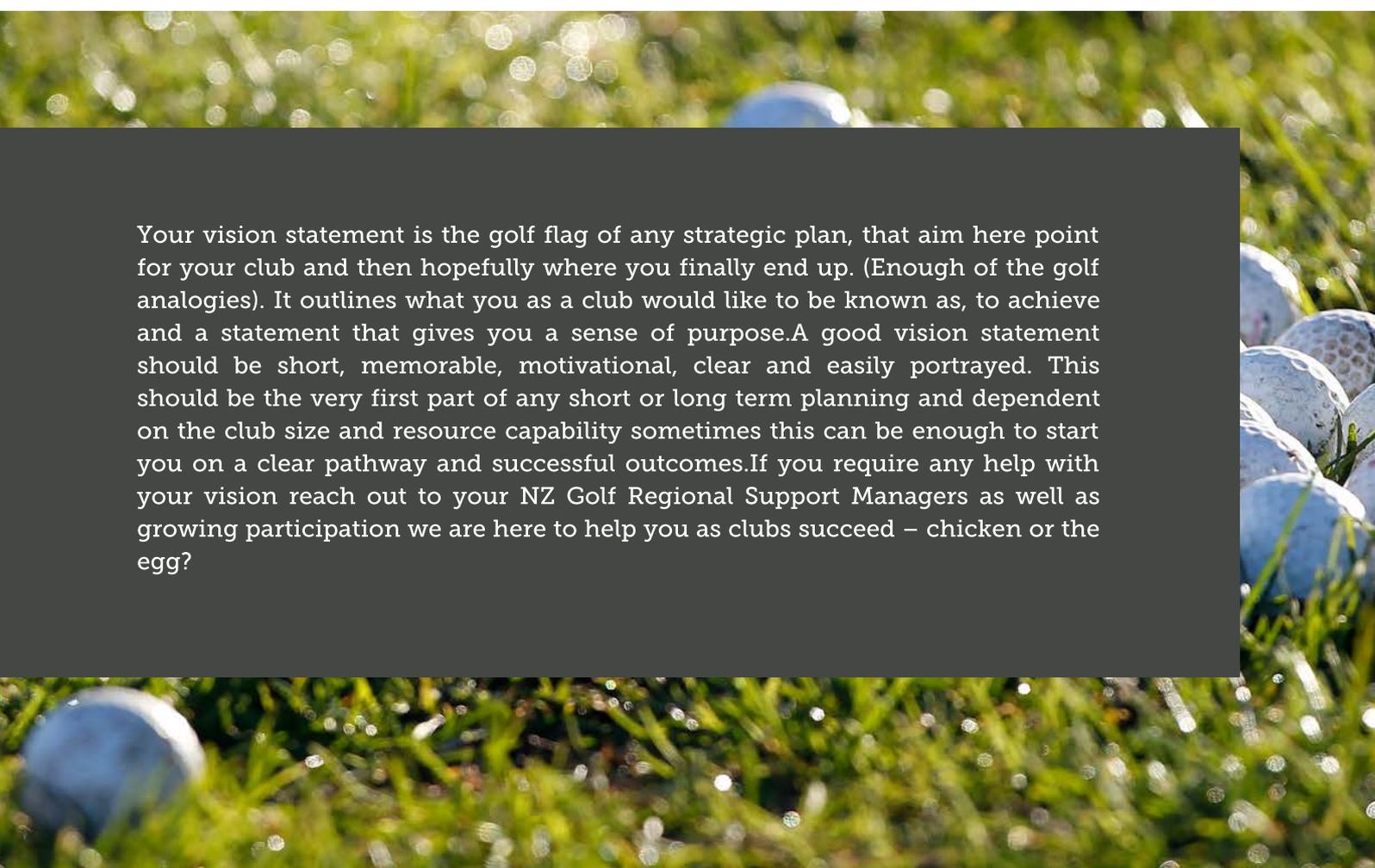
- It creates the reason for being and assists with decision making and an understanding that every significant action will ultimately be contributing towards.
- A memorable and motivational summary that describes your reason for existence as a golf club – one that will motivate existing employees, volunteers and club members to fulfil the vision.
- A clear statement about what your club is about to promote to third parties and potential new members.
- A clearly defined statement that also will rule out opportunities that do not contribute to your vision. There is nothing worse than the perfect hole dug in the wrong place.

What should a vision statement be?

- They should be short and succinct no more than 2 sentences, they need to be able to be shared between putts and be memorable.
- They need to be specific to your club and describe a unique proposition your club has, “the best 18 hole club in the” Is not a vision. Generic cut and paste vision statements don't work.
- Keep it simple, don't over complicate with jargon and cliché's.
- It should be ambitious and brave but not to the point of being unrealistic.
- Importantly it must align with the clubs values that you want exhibited from your employees, volunteers, board members and your club members. Don't confuse them.

How do we create our vision?

- Get a team together to work on it, it may be your board/committee or it may be a group of willing participants with the skills required. Make sure you have a cross section of the club and it is not dominated by a particular group.
- Take your time, there is no need to rush and you may need to seek external feedback from those not involved with the club, does it resonate and is it clearly understood?
- Start by understanding what you do as a club, why do you exist and who do you serve. For example a bakery makes bread but the outcome is the enjoyment of those eating the bread.
- What is your uniqueness, what do you do differently, what do you offer that is not replicable at the club next door? What do you pride yourself on? Again avoid the over used cliché's "We are the friendly club" unless everybody involved in the club really are over the top friendly.
- Be careful that you are not too visionary – make sure it is achievable, realistic and appropriate to your club. A poorly aligned vision statement can turn to frustration and cynicism amongst employees, members and visitors quickly. Everything you do is anything you do. Live the vision.
- If possible use emotion or human aspects in your statement, it will allow people to conjure up a solid mental image. E.G. People leave our course smiling as opposed to happy has a more powerful image. Your job then is simple, make them smile.



Your vision statement is the golf flag of any strategic plan, that aim here point for your club and then hopefully where you finally end up. (Enough of the golf analogies). It outlines what you as a club would like to be known as, to achieve and a statement that gives you a sense of purpose. A good vision statement should be short, memorable, motivational, clear and easily portrayed. This should be the very first part of any short or long term planning and dependent on the club size and resource capability sometimes this can be enough to start you on a clear pathway and successful outcomes. If you require any help with your vision reach out to your NZ Golf Regional Support Managers as well as growing participation we are here to help you as clubs succeed – chicken or the egg?