

# 10 TRENDS FOR THE NEXT 10 YEARS



By Lorin Anderson, *President*

As we wind down our celebration of Proponent Group's 10th Anniversary I prepared remarks to share at the recent Proponent Group Annual Summit. I called it "10 Trends for the Next 10 Years" that will affect your teaching business in all sorts of ways – both good and not so good. The video of this presentation will be posted to the

members' website in the coming weeks, but in the meantime, I'm reprising my list in this month's newsletter for those of you who were unable to join us in Orlando.

The premise of my 10 Trends discussion revolves around the principle that change is happening faster than ever before and that, as small business owners, you can get trapped providing your services all day and run out of time to step back and take a look at what's changing all around you. So, my intention is to help you identify key opportunities and threats that will likely have an effect on your ability to grow your business.

An example of how changes are implemented at a much faster rate nowadays: The telephone took 102 years to be put in use by its first 1 billion users. The television took 49 years to reach the same plateau. Meanwhile Facebook hit 1 billion users in eight years. As these changes accelerate all around us, will you be able to keep up?

So here are my 10 Trends for the Next 10 Years.

**Trend No. 1: Compensation will be Tied to "Verifiable" Value Created.** Golf facilities are generally in trouble financially and they are looking everywhere for more revenue. You will have to prove your worth by showing real economic value created, or you'll be asked to contribute more to teach there.

**Trend No. 2: Experiences Count for More.** The younger generation, in particular, wants to spend their money on experiences shared with their friends and family ...and that incorporate entertainment and food and drink.

**Trend No. 3: The World is at Your Fingertips...Your Business Better Be There Too.** If your website and lesson-booking system don't function smoothly on a smartphone, you're in big trouble. Make sure that they do.

**Trend No. 4: Instructors Will Create Early and Lasting Success for the Game's Newbies.** Programs like Operation 36 are creating quick success for beginners who are now staying in the game as a result.

**Trend No. 5: More Instructors will Move Off-Course.** Can't find a good option at a greengrass facility? Just rent a few thousand square feet in a warehouse or strip mall and you're all set. You can negotiate a place for your playing lessons.

**Trend No. 6: The Instruction "Arms Race" will Continue to Intensify.** Cutting edge technology won't be optional to compete for new students going forward.

**Trend No. 7: The Women and Girls are Coming.** The biggest bright spot today is the significant growth in girl's participation.

**Trend No. 8: Professional Marketing Finally Comes to Instruction.** Thanks to GolfTEC and Golf Channel Academy leading the way, we'll see more professional marketing techniques deployed for golf instruction.

**Trend No. 9: Artificial Intelligence will be the New Launch Monitor.** If we can teach a computer to drive a car, we can teach a computer to analyze a golf swing.

**Trend No. 10: The Number of Golf Courses, Rounds Played and Golfers will Decrease.** This will continue the trend we've seen for the past 10-15 years as there are no significant indicators that a turnaround is imminent. **PG**

## PROONENT GROUP PARTNERS

