

# NETWORKING STILL MATTERS... A LOT



By Lorin Anderson, *Founder*

One of the very best reasons to attend any certification or continuing education event is to have face-to-face conversations with your peers. In a digitally connected world we are lulled into thinking that watching Youtube videos and scrolling our social media feeds keeps us “in the loop.” Actually, most of it is noise and

it’s the real conversations that often lead to action. Face-to-face interaction conveys a lot more information than just the words spoken and creates a level of trust that just doesn’t come from text messages.

Last month I had the opportunity to spend three days with 45 of my peers from NBCUniversal in a training event that included lots of face-to-face discussion. It was a crash course in getting to know a lot of influential people in our company whom I had never met before and knew very little about. After three days of group projects, meals, social activities and a few evening drinks in the hotel bar, I had enjoyed the opportunity to learn about all sorts of company businesses and individual projects that I’m certain will greatly inform my decisions going forward and will provide me with a new network I can tap into whenever I need to cultivate a second or third opinion.

While I was at the NBCUniversal event last month I had dinner sitting next to an executive from one of our other sports businesses—it provides services to more than six million junior athletes each year. His division has been working on a few ideas to add golf resources to their offerings and by the time dessert was served we had

agreed to have a meeting with our teams to discuss a half-dozen possible ways we may be able to help each other going forward. Best of all, a couple of those possibilities could each be its own significant business that would directly deliver new students to Proponent Group members.

There is no way we would have discovered all these potential opportunities without a face-to-face discussion and by developing a personal relationship.

I can’t guarantee what will come of the networking at next month’s Proponent Group Summit in Dallas, but I can tell you that members at past summits have found that the networking there has had a huge influence on their careers. One member chose to run for national office after a discussion at our summit. Another chose to move his business into an off-course indoor facility after talking to Summit-goers who had done the same. Another was looking to expand his operation and ended up hiring two younger members whom he first met at one of our Summits.

Sure the presentations have a ton of value and alone are worth the annual trip, but the real bonus value comes from the new friends you will make, the bigger network you will be able to tap into and the shared knowledge you gain access to. There is a very specific reason we always include all the meals in our Summit package and why we offer pre-Summit golf. It’s all designed to allow you more time to network with each other, and that is where much of the Summit magic really happens.

There is no doubt significant career-changing moments will happen at the 2018 Proponent Summit in Dallas, but it can’t be you unless you are in the room. Register today to join us in Texas and I’ll hope to get the opportunity to have lunch or dinner with you while we’re there. Who knows what might come of our conversation. **PG**

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