

## STATE OF THE INDUSTRY

# Networking Still Matters in a Tweet-filled World



Everyone thinks they are so connected to everyone else, but is that really the case? We bounce from Facebook posts, to Instagram pictures, to Twitter comments all day long, but is this really building our personal network? I struggle with this personally because I love talking with our members one-on-one in person and on the phone everyday. It's those conversations where the rapport is created, where the trust is built and where

the knowledge is passed back and forth, yet I find myself spending too much time following the random postings that clog my inbox.

Proponent Group's tagline is *The Premier Network of Golf Instructors* and I take that very seriously. I have always envisioned our membership as a sharing network that is designed to elevate everyone through supercharged networking where the most dedicated and brightest people in the instruction industry would develop closer relationships that would spread the inside information that helps shape successful careers.

Robert Louis Stevenson may have said it best: "Don't judge each day by the harvest you reap, but by the seeds you plant." When it comes to networking, you can plant a lot of seeds at the Proponent Group Summit each year. If you haven't already put it on your calendar, please strongly consider attending our biggest event of the year in Dallas (details can be found on pages 2-3 of this newsletter.) Sure, the presentations are very valuable, but for most attendees it's the contacts and the conversations during the meals and breaks that will have the biggest affect on their futures.

At past summits, lifelong friendships have been formed, new jobs have been found, critical business information has

been shared and career paths have shifted for the better... and that was just during breakfast. Seriously.

Even if you are unable to attend the summit, please make an effort to participate in other industry events that will grow your personal network, which in turn will grow your knowledge, increase your career opportunities and build your business. Just reading the industry blogs, YouTube videos and Facebook group posts may provide useful information but it will always take a village of connections to get ahead.

A relationship moves to a completely different level once you spend time face to face. A hundred text messages is not as meaningful as having lunch with someone.

This reminds me of a story about a grad school teacher who asked his students to take a blank sheet of paper and write down their overall net worth. As you can imagine, the answers included bank account balances, stocks and bonds, real estate and other possessions.

He then told the class to toss out that paper and take out another blank sheet and write down their overall net worth beyond possessions. The class stared blankly at him.

He then asked the students to consider the value of their personal networks – their friends, connections, colleagues, classmates, family, neighbors and members from associations they are part of. He then said to assign \$100 to each acquaintance, \$1000 to classmates and association members, \$10,000 to co-workers and neighbors and \$100,000 to family members. The student's calculations were well into the millions of dollars. While only an academic exercise, it does remind us that we undervalue the relationships in our lives. Cultivating more and deeper relationships can have a huge affect on the harvest you reap in your life. Never stop building your personal network and we'll do our best to help you grow it in Dallas this fall.

## Proponent Group Partners

