

STATE OF THE INDUSTRY

Continuing Education Can Supercharge Your Success



By Lorin Anderson, President

I remember 20-plus years ago attending my first PGA Teaching and Coaching Summit in San Francisco and being amazed by the energy in the room. At least 1,500 teachers were in the house and they all seemed to be taking books full of notes and asking a million questions. It was invigorating to say the least and it left an indelible mark on me ever since about the passion so many full-time golf instructors have for their jobs.

Over the years I had the honor of creating and hosting the Top 100 Teachers Retreats and have consulted for both the PGA and LPGA on their summits along with hosting what will be our 7th annual Proponent Group Summit in less than a month. Twenty years later I still find that the room always pulses with the energy of a group of dedicated professionals striving to improve. These events are a big reason why I wanted to form Proponent Group. I truly enjoy being around your energy and I always want to be a part of this industry because of it. It is infectious.

But some of you may be getting “Summit Fatigue” as there are more certification programs, organization summits and media hosted education events than ever before and I’m beginning to sense a bit of resistance. It’s an understandable response to becoming a bit overwhelmed at the growing number of professional education options which have gone from a handful in the early ‘90s to dozens today.

Because I’ve seen it work so well for my wife Cheryl in her teaching career, my recommendation is to set aside 2-

4 percent of your gross revenue each year to attend at least one summit event and at least one certification program. This is your “R&D budget” and just like every company invests in researching new products and training their people, so must you to remain successful over the long haul.

Cheryl has used this strategy for nearly 20 years and these events have exponentially broadened her industry network, transformed her business skills and allowed her to develop a solid understanding of everything from how the body functions during the golf swing, to the physics of ball/club contact to the geometry of reading greens. Without these summits and certifications she would be a shell of the instructor and coach that she is today.

Just as you tell students not to try every tip in GOLF Magazine each month, you definitely shouldn’t try to incorporate every single concept or idea you come across at these events, but you will undoubtedly find some great nuggets at each event that you will incorporate into your business and lessons for years to come.

I know that many of our members have developed job leads and been exposed to career changing ideas at our summits over the years. I also know that you are in a business where you generally are on your own teaching by yourself without daily interaction with other teachers. On top of that you are usually your own boss and can’t rely on developing best practices on your own.

This is why attending Summits (hopefully including ours next month) has a profound effect on your career. Do yourself a favor and keep yourself engaged in new teaching theories, new business ideas and grow your peer network. Those who do always come out ahead.

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