THE BOBBY JONES
LEADERSHIP CENTER
Welcome to The Bobby Jones Leadership Center, where we offer comprehensive training focused on three pillars of success - culture, leadership, and service. We do this in the spirit of Bobby Jones, the winner of the Grand Slam, founder of The Masters, and a person who was dedicated to serving others.

With two decades of experience managing all types of clubs and learning to solve the same problems your club may face, The Bobby Jones Leadership Center modeled its approach after the legendary service and culture of the Ritz-Carlton. We teach leaders to be leaders, develop a deep understanding and mastery of the customer journey, and implement the operational systems necessary to offer sustainable and exceptional service, placing particular importance on the frontline staff, which are crucial to a club's financial success.

Join us in this transformative training program and unlock the potential of your club's staff to deliver extraordinary guest experiences, elevate their leadership capabilities, and cultivate a culture that drives success.

"Friends are a man’s priceless treasures, and a life rich in friendship is full indeed."

- Bobby Jones on the importance of relationships
The Bobby Jones
LEADERSHIP AND SERVICE TRAINING PROGRAM

MODULE 1
THE CUSTOMER JOURNEY ASSESSMENT

Problem: Most club owners or board members have never experienced their club from a customer’s eyes – from the “other side of the counter.”

Solution: Our team will assess your club’s customer journey through independent analysis and observation. This is more than a secret shopper report. We review and observe each department to see what is being done well and what could be better. Good, bad, or ugly, it’s a documented granular assessment of what the customer journey is like at your club.

MODULE 2
ESTABLISHING YOUR "WHY"

Problem: Most clubs have never answered the question, “What is our why? Why do we do what we do every day? The answers to these basic questions seem self-evident, but they are not.

Solution: We meet with your key leaders to develop the cultural standards, core purpose, core values, and service standards for your club. The core purpose is your “why.” The core values are the DNA of every employee. The service standards are every employee’s actions to accomplish the core purpose.

MODULE 3
KEY LEADER WORKSHOP

Problem: Outstanding leadership is a learned skill. Most clubs do not have the time or resources to teach their leaders to be leaders and equip them with the tools they need to make their facility an employer of choice.

Solution: In this part team building, part lecture workshop, we provide the department heads with the tools to improve their leadership skills and build a service-based culture. They will receive training on employee recognition, empowerment, and managing personalities vs. managing people. Also included is a review of the core purpose, core values, and service standards, building site-level programs to enhance the service culture, developing a multiple-point Guest Experience Audit, and instructing them on how to use it effectively.

MODULE 4
FRONTLINE TEAM WORKSHOP

Problem: Most owners believe in outstanding customer service. Yet, most owners focus only on product excellence.

Solution: In this motivational workshop, your frontline team will learn how they influence the bottom line. We also review the newly developed core purposes, values, and service standards.

To keep things simple, we use the term “customer” throughout this document, but it’s important to note that this also includes members and guests.
**MODULE 5  
CUSTOMER JOURNEY CREATION**

**Problem:** The ever-important customer journey is consistently inconsistent, needs to be documented, and is known by all.

**Solution:** We work with key department leaders in this workshop to build a customized customer journey for your club. This includes creating consistent operational systems and service action items to improve the customer experience. For example, in the food and beverage department, we will discuss the ambiance through music and lighting. What do the staff wear? How are the dining tables set up? What do we say at the hostess stand? What does the server communicate when first greeting a table? Are there any “surprise and delight” moments that can be added to the service?

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**MODULE 6  
TRAINING THE TRAINER**

**Problem:** New hires receive little club culture, service, and experience training, if any. Most commonly, new employees shadow a staff member, leading to a different customer journey each time.

**Solution:** In this workshop, we teach the department heads how to use the customer journey as a training tool. We train a trainer(s) at your club so that the documented customer journey is followed by all.

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**MODULE 7  
TRAINING THE FRONTLINE TEAMS**

**Problem:** The frontline staff, the most critical people serving your customers, receive little or no training. They are often just given a handbook full of opening and closing procedures. All owners believe in training and exceptional customer service, yet they still fall short.

**Solution:** This interactive training will teach your frontline staff to execute the new customer journey. This involves operational training, guest scenario role-playing, and lots of laughs! Upon completion, your team will feel more galvanized to make customers happier than ever before.

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**MODULE 8  
CREATING A ROBUST ORIENTATION PROCESS**

**Problem:** Many clubs lack a detailed and robust orientation process. Beyond adding a new employee to the payroll system, we have found that there typically is not a complete explanation of the club’s history, culture, and aspirations. New hires often don’t receive a tour of the facility or an introduction to their peers and key decision-makers.

**Solution:** In this workshop, we work with your Human Resources personnel or General Manager to create a comprehensive, authentic, and warm “welcome to our club” orientation. Without setting the stage for them from the start, your new hires will be lost, and service will be consistently inconsistent.
About the Bobby Jones Leadership Center

The Bobby Jones Leadership Center is a special division of Bobby Jones Links, a boutique club management and development company rich in resources and expertise serving 35 private, resort, daily fee, and public courses.

Based in Atlanta, with an office in Naples, Florida, we are hands-on and tailor our services to focus on solutions that achieve financial results while ensuring member and customer service is second to none. Our people, their expertise, and their commitment to exceeding client expectations separate The Bobby Jones Links Leadership Center apart from our peers in the industry.

Contact us today to learn more about our transformative programs, module pricing, and availability.

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