

POSTCARDS FROM AMERICA

LESSONS LEARNED FROM THE U.S. GOLF BUSINESS

Henry DeLozier

Principal, Global Golf Advisors



GLOBAL GOLF
ADVISORS

A faint, light gray world map is visible in the background, centered behind the text. The map shows the outlines of continents and major landmasses.

**The patient is
improving, but has a
long way to go.**



**The patient is
improving, but has a
long way to go.**



**The patient is
improving, but has a
long way to go.**



**Winners and losers
are self-selecting.**

Characteristics of
Top Performers



Characteristics of Top Performers

- Put golf in its place



Characteristics of Top Performers

- Put golf in its place
- Recognize the importance of health, wellness & socialization

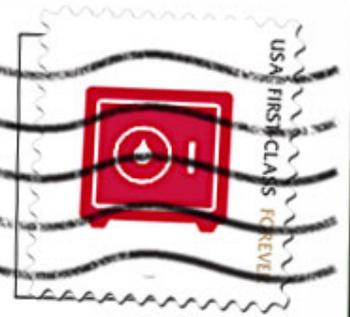


Characteristics of Top Performers

- Put golf in its place
- Recognize the importance of health, wellness & socialization
- Value market research

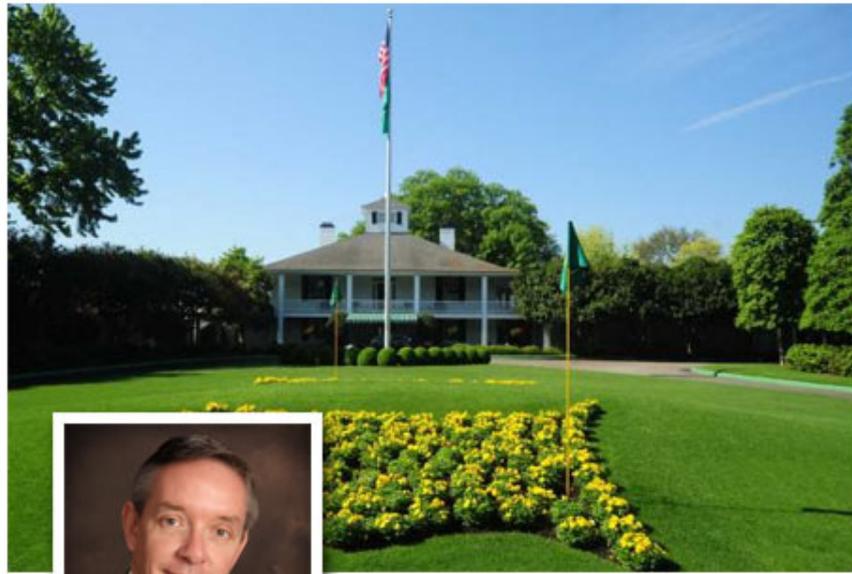


Characteristics of Top Performers



- Put golf in its place
- Recognize the importance of health, wellness & socialization
- Value market research
- Establish and live up to extreme standards





“We simply try to be the absolute best we can at everything thing we do. We look at every single day as an opportunity to improve. When we find we are not the best, we are relentless and incredibly focused to make sure that we improve.”

**—Jim James
Augusta National Golf Club**

Characteristics of Top Performers



- Put golf in its place
- Recognize the importance of health, wellness & socialization
- Value market research
- Establish and live up to extreme standards
- Personalize service



Characteristics of Top Performers



- Put golf in its place
- Recognize the importance of health, wellness & socialization
- Value market research
- Establish and live up to extreme standards
- Personalize service
- Maintain and improve facilities





Know your
real market





*Commit to
quality*





Differentiate
on a personal
basis



Winning Strategies



- Know your real market
- Commit to quality
- Differentiate on a personal basis





“AirAsia wouldn’t be
where it is today
without branding.”

– Tony Fernandez
Group CEO



Postcards from America



GLOBAL GOLF
A D V I S O R S

Henry DeLozier

hdelozier@globalgolfadvisors.com

602.739.0488