

WHAT GOLFERS WANT NOW FROM THEIR PGA MEMBER

SUMMARY

Golfers want to be on the course with their PGA Member improving their skills in a group as they play. PGA Members can improve the impact of their coaching with on-course instruction to achieve better results for players while they gain higher earnings and improve career satisfaction for themselves. Many leading PGA Members have already moved in this direction with outstanding results. The PGA has provided the pathway and tools for this shift to occur as part of the Modern Coach initiative. This support is now offered through PGA Coach, in PGA Section events, and using training programs delivered by RGX. While the use of private lessons will continue, the demand for on-course group instruction is projected to increase going forward. PGA Members are encouraged to understand, evaluate and adapt their coaching programs to take advantage of this opportunity.

What Golfers are Saying

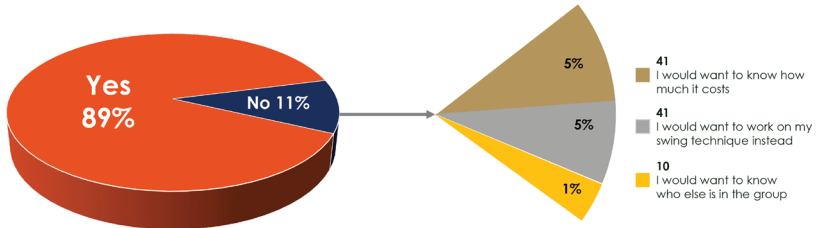
Survey Data - A recent survey of more than 1360 golfers* indicates the golf industry is primed to shift from one-on-one swing instruction to on-course group coaching. Players want more on-course time with their PGA Member for situational learning.

Question 1 – Have you ever had an on-course lesson with your PGA pro?

No 62% **38% YES**

Question 2 – If the participant was offered an on-course playing lesson in a foursome with a PGA Member, would they likely participate?

89% of Players who have not had course instruction in the past said "YES"



#1 Reason why golfers said yes :
"I will learn from real golf situations with a PGA Professional present."

*Source: Compiled from a Southern California PGA Survey-August 2022

The PGA Solution to this Industry Opportunity



PGA Coach makes the training, tools and technology available for PGA members to embrace moving forward. Most PGA Members pursued the golf industry because of their love of the great game of golf and their passion to share this through teaching.

PGA Coach provides every PGA Member, regardless of their career path, current position, or experience, the opportunity to effectively implement coaching based on their desired goals. PGA Coach training fits any Member who aims for more time instructing on the course. It provides an excellent solution for:

- Head Pros and Golf Directors who want to get out from behind their computer to engage and coach players while they re-ignite their own passion for the game.
- Assistant Professionals who want to get out from behind the counter to increase their income.
- Burned out Professionals who want better life balance.
- Professionals who want to focus their coaching on a specific type of player or skill level (e.g., juniors, ladies, collegiate-bound, executives, retirees).

At the same time the PGA continues to make a positive impact on the lives of its Members, PGA Coach is also driving solutions to three of the top challenges faced by the PGA as the golf industry leader:

1. Recruiting the next generation of golf professionals. The profile of the entry level PGA Member is vastly different from decades past, especially their preference for digital tools. New members want to evaluate the realities and rewards of building a career in golf.

2. Retaining current PGA Members by bringing improved work life balance and increased pay. The career path must be compelling and financially attractive.

3. Helping Members show value to owners and management companies. PGA Members can help increase player/club member spend through top quality events, tournaments, and coaching. They can improve retention by connecting players, building community and lowering scores. PGA Coach provides tools to accelerate this.

How Do These Trends Impact PGA Members Now? Developing the Modern Coach

To be fair, the answer to this is "it depends." Each PGA Member may have a different focus when it comes to their players. Are they looking for better ways to approach golf instruction, how to improve player results, a way to better utilize the course or facility where they coach? Do they want to gain more control over their time, to coach a specific type of golfer, or to scale up a growing business to reach an important financial goal? There are many different paths to high satisfaction with a career in the golf industry.

Fortunately, the tools available for becoming a Modern Coach can be applied to most situations. For several years now, the PGA has provided important training, support and technology through PGA.Coach to help make the journey to Modern Coach much easier and more rewarding. And when it comes to offering on-course group lessons, it's clear that PGA Members who've already put the PGA.Coach resources into use have an early advantage.

What Does it Look Like in the Field?

The decision to adopt on-course group playing lessons as a Modern Coach business practice will help PGA Members:

1) To Improve Player Results and Loyalty

PGA Members can deliver more impact from the coaching they provide. During effective on-course group lessons, every coaching point presented may lead to improvement in more than just one player. Learning how to play better golf becomes a fun, interactive experience and players want to continue. Here are a few examples of how PGA Members have applied group coaching programs that deliver real tools to better play the course without prescribing massive changes to technique:



• **Scott Vice** of Covington, Louisiana, had offered only two on-course playing lessons over his 30-year PGA career when he decided to make a major shift to groups. Over a 10-week period his on-course group lesson players averaged a 17 shot improvement, with one player progressing from 110 to 80.

• **Dan Bubany** of Phoenix, Arizona, shifted to full time coaching and doubled his income in 3 months to regain better work life balance. He averages 7-8 group sessions weekly using a 4:1 ratio and has steady business with sold-out programs and a waitlist. His players love the on-course experience that has helped them drop 225 shots in just over one year.



2) To Earn More in Less Time and Improve Work-Life Balance

PGA Members can gain more revenue from the time they spend coaching. Many PGA Members are reporting double, triple and even higher earnings while working the same or fewer hours. This leads to improved work life balance and greater career satisfaction.



• **Ryan Zlystra**, Richmond, Virginia, made >\$100,000 working 40% less time. He runs 3 programs and 5 groups that involve on-course group coaching and credits them as helping to drive his success.

• **Barbara Blanchar**, O'Fallon, Missouri, was working far too many hours on individual instruction and felt stuck. By shifting to group coaching, she doubled her income, dramatically reduced her workload and boosted student satisfaction in just 18 months.



3) To Increase Professional Satisfaction

By focusing their coaching to include on-course groups lessons, Pros shift more time to what they enjoy most – the game of golf. PGA Members cite huge improvements in managing stress, avoiding burnout, and recapturing their love of the game when they make this shift.



• **Jeff Hochman** of Surprise, Arizona, had a full schedule of management and operational responsibility as a Director of Golf. Jeff started to take his players in groups on the golf course and went from making only \$2000 on the side with private sessions to \$20,000 annually.

• **Bo Baker** of Spokane, Washington built a successful coaching business which grew from \$23,000 in 2019 to >\$100,000 in 2022. He currently coaches 8-11 groups, including juniors, for a total of 20-25 hours per week. With more personal freedom over his schedule, Bo plays 90% of his PGA local chapter events and most of the PGA Section regional events.



Take Action – For Section Leaders and Members

Each PGA Section's approach to this exciting opportunity will reflect the needs of the PGA Members in that geographic location. Section Leaders must consider the needs and characteristics of the Members and golf programs in their area as they develop a Roadmap for Modern Coaches.

We are looking to gain awareness, adoption and attraction of these PGA tools within PGA Sections.

- American Development Model (ADM) training and certification
- Becoming a Modern Coach Training Series
- PGA.Coach Profile to obtain leads
- PGA.Coach Tools and Apps

Three Ways You Can Accomplish This

1) **Virtual Training** - Offer your Section Members a RGX virtual training with a follow up 1-hour Group Coaching Q&A session. When would you like to schedule it?

2) **In-Person Training** - Schedule a RGX Trainer come to your Section in-person with a follow up virtual Q&A session to ensure program adoption.

3) **Section Pilot** - Greatly accelerate your success with Modern PGA Coach in your Section by establishing a Group Coaching Pioneer Group. Recruit the next 8-10 Modern PGA leaders in your Section to accelerate growth (such as the SCPGA Section).

"The Southern California Section partnered with RGX earlier this year following his presentation at our Youth & Player Development Summit in the Spring. Our members are learning how to transition their lives in a more positive and meaningful way, creating balance, creating more opportunities for revenue, and elevating their skills as a PGA Member."

Nikki Gatch, PGA

Southern California PGA President, Southern California Golf Association

Sample Roadmap - Southern California Section

In August 2022, the PGA Southern California Section successfully initiated this program. 7 Coaches trained for 12-weeks on how to implement group coaching at their clubs. Participants included Head Pros, First Assistants and Directors of Instruction.

Here are some early results cited:

Jackie Riegel, Director of Player Development in Dana Point, California coaches just two days a week, 5 hrs/day and makes \$9,400 per month from these group sessions.



Andrew Alderdice, Assistant Golf Pro in Newport Beach, California is making \$600/week coaching just 3 hours.

Kyle Lewis, Head Golf Professional at Coto De Caza Golf & Racquet Club, makes \$900 per month for 5 hours of coaching group lessons.



James Cadena is Head Pro at Los Serranos Country Club in Chino, CA and has seen 50% increase in his hourly income.

Learn more about scheduling your Section's Training Course



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