

Business On The Golf Course

By Richard Myers

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I can remember many years ago when I was a youngster hearing people talk about doing business on the golf course or meeting someone for a round of golf to talk business, I would just laugh to myself. I would think “yeah...I bet they are going to conduct business on the golf course. That’s just an excuse to go play golf.”

Little did I know this really does happen...that is the golf course is a great place to conduct business! There are many misconceptions and outdated thoughts about doing business while playing golf. Business is done on the golf course every day, and not just executives from large corporations, but individuals and small businessmen just like you and me.

I have a friend that is a ceramic tile contractor, and he conducts business on the golf course all the time. He plays with architects, accountants, suppliers, construction company estimators and personnel. He uses golf outings to show his thanks to his employees and customers. These are legitimate business meetings while playing golf, and they are very successful. Beats sitting in some restaurant or office discussing business.

And don’t you think that business on the golf course is just for men. Now Hootie may not like this, but there are more and more women conducting business on the golf course. Not only women playing with women, but women playing with men. Not all of them are female executives either.

I know this lady that has a florist. She said her business did not get off the ground good and she would probably not be in business today, had she not starting playing golf. She told me she joined a group that had many business executives in it and that after playing with her and fining out what kind of person she is, they started recommending her services to their employees, friends, business associates, etc. She says that 90% of her business comes from these contacts.

Many have said that the person you are on the golf course reflects the person you are in the rest of your life. And one of the differences between golf and other sports is that in golf there is extended time between each moment of performance, which provides the time and opportunity for you to discuss your business.

Some companies even us the golf course as an informal tool for hiring decisions. The theory is that you can get to know more about a person, particularly how they handle pressure, by spending four

hours with them on the golf course than you can by almost any other means. And there are ways in which the experience of golf and the experience of business relate to one another. If you will pay attention you can discover a set of beliefs, attitudes and actions which are common to both success on the golf course and success in business.

There are many successes in golf and business that are alike. To list just a few.

1. Personal beliefs, as they emerge in thoughts, dreams, images, and goals, are the creative source behind any action.
2. Trusting yourself and your skill is essential to success
3. Personal mastery is required; the mental skills necessary to be creative, flexible, and trusting of yourself to handle problems
4. Small changes can influence the outcome
5. You can do everything right and the outcome may not be positive
6. Outside variables effect the results
7. Trusting yourself and your skill is essential

Gary Player said, "I've found that to be truly successful in the world of golf one must first come to accept himself as a human being who has the inner capabilities to improve and become a better person."

Golf is the business of life lived out one stroke at a time and success lies in actively choosing who you want to be in each moment of the process.

Good golfing.

Dr. Richard Myers

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