



Play Business Like Golf

By George Hedley



If you're going to reach a goal with your business, you have to set a goal to reach. Without goals or targets to aim for, running a business is meaningless; you need goals to be successful. Learn how running your business is just like playing the game of golf. [*Continue >*](#)



Setting the Scene

Imagine getting invited to play golf at a brand new top 100 course. You plan your trip for months, in hopes of golf nirvana. You finally arrive and get greeted by the golf professional. You go to the driving range to loosen up and ready for the experience of your life. You can't wait to enjoy the round.

You are greeted on the first tee by a member of the private country club. He hits first and you follow. Your first shot is a driver right down the middle around 240 yards. Not able to see the green yet, you hit your three wood down the left side of the fairway 215 yards. The green should be nearing.

This course is very unique. There are no greens, no pins, no holes and nothing to aim at.

As you approach your ball, you still can't see the green. You ask your playing partner for directions. He then informs you this course is very unique. There are no greens, no pins, no holes and nothing to aim at. Only a 7,000 yard fairway meandering through the beautiful countryside. The object of this four hour round is to enjoy the scenery and try your best. No score will be kept. Just golf all day until it is time to quit.





Can you imagine wanting to play golf without greens. No targets. No pins. No holes. Just hit the ball all day down the fairway. Seems absurd doesn't it? Look at your business. Is it like *this* game of golf? Are there clear targets for everyone to shoot at?

Business Is Like Golf

Think about the game of golf. It takes four or five hours to play. All day out in the hot sun fighting the elements. You hit a little white ball into the rough, lakes, traps and out of bounds. You miss shots and look for lost balls. Every once in a while you hit a good shot, but usually you can do better. What makes the game of golf so attractive or appealing to millions of crazy people?

Golf is a **game**. It is **competitive**. It is **challenging**. There are lots of different shots and options to consider. Club selection is a personal choice. The game is enjoyed with friends working towards a common goal. No matter what you shoot, you can always improve. The targets are clear. The greens are easy to identify. Everyone knows exactly what they're shooting for. Everyone knows that par is a good score. Everyone knows the rules. Everyone knows what's at stake.

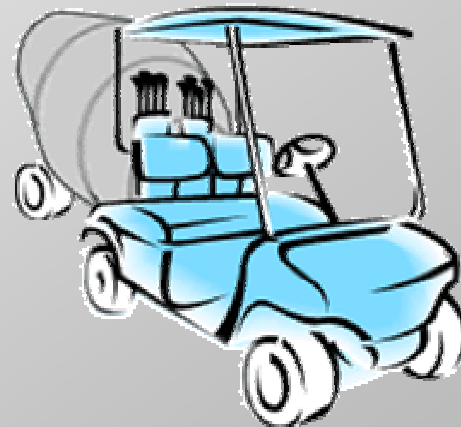




Making Your Business Like Golf

Do you play the game of business like golf? Do all of your employees, project managers, superintendents, foreman, field crews, business teams, departments and divisions know the rules? Do they have clear targets? Do they know where the pin is placed every week? Do they know when they make a par, birdie or bogey? Is there a reward for hitting a good shot? Is their game competitive and fun? What do they get if they win?

Most employees don't have clear targets. There is no competition. There is no reason to try and improve. There are no incentives to work harder or do more than the ordinary. Their work is the same old thing month after month, year after year. No new terrain. No new targets. No new holes to play. Nothing different.





Clear Targets

To make your business more like the game of golf, give everyone clear targets to shoot for. Try one of these ideas.

- Weekly milestones for most pipe installed, most billable equipment hours, most customer sales calls, most invoices processed, most bills paid or most contracts let.
- Monthly contests might include: most referrals, fewest service call backs, fastest schedule, most crew days on a jobsite, largest invoice, best new idea implemented or most leads.
- Quarterly achievements can include: most estimates, largest proposal, best customer service action, fewest accidents, most job profit, most man-hours saved versus the estimate, most new employees recruited or accurate on-time job cost reports.

Add A Wager

Most golfers generally play better when there is a little wager on the game. The stakes don't have to be very high to keep your mind on the game. A \$2.00 bet could keep you focused, improve your concentration and lower your score every time. Try adding prizes to your business targets to get the team excited about winning the game. Simple and fun incentives often work as well as cash.





The list of ideas to track and target can be endless. The key to a good game of business is to shoot for something! Any target is better than no target. Keep them simple and clear. Align them towards your top business priorities. Involve everyone and have fun. Playing business like golf is the perfect shot towards shooting par. **Keep your head down, tee it high and watch them fly!**

Learn more from George Hedley from:

- [The Concrete Network](#)
- [Hard Hat Presentations](#)





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ABOUT THE AUTHOR

George Hedley owns Hedley Construction and Hardhat Presentations. He is the author of the “The Business Success Blueprint Series” now available in 8-workbook & audio CD sets. He is available to speak at your organization on his proven system to build profits, people, customers and wealth. Construction company owners are invited to attend his 2-day ‘Profit-Builder Circle’ boot camps held regularly. E-mail him to receive a free copy of his book entitled “Everything Contractors Know About Making A Profit”, sign up for his free management [e-newsletter](#), visit his [online bookstore](#), or receive more information. Call 800-851-8553, visit his website at www.hardhatpresentations.com or e-mail George at gh@hardhatpresentations.com.

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NAVIGATION & USER TIPS

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KEYBOARD SHORT CUTS	PC	MAC
Zoom in (Larger)	[Ctrl] [+]	[⌘] [+]
Zoom out	[Ctrl] [-]	[⌘] [-]
Full screen/normal screen view	[Ctrl] [L]	[⌘] [L]

ABOUT THE CONCRETE SHERPA

The Concrete Sherpa is a team of people that represent the experience, teaching and learning of our team members and other industry leaders *on a mission to make life better for the concrete contractor*. We are an idea center striving to deliver thought provoking ideas based on “Concrete Advice for Business and Life” to stimulate you to reach new heights. As a user, you should remember to consider all information you receive, here at the Concrete Sherpa or elsewhere, not as a *cast in concrete* recommendation, but rather as an idea for you to consider and ponder.



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THE JOURNEY LEADING TO THE CONCRETE SHERPA PROJECT

The Concrete Sherpa Project (A [Sherpa](#) is a “guide”) was born at The Concrete Network in mid 2004. Here is how it happened:

The biggest surprise, or gift, since starting The Concrete Network in 1999 has been the concrete contractor friends from around the country we’ve made and witnessing the passion they have for what they do. These people include Dave Pettigrew, up in the San Francisco Bay Area, or the Verlennich brothers in Minnesota, or Bob Harris in Georgia, the list goes on and on. It’s quite inspiring.

We were once asked, “How are you so excited every day about concrete?” Well the answer is simple, it is impossible to not be excited about concrete when you have the job we do—interacting with hundreds of concrete contractors from every state in the country.

The thing we’ve learned about concrete contractors is that most are passionate *craftsmen*—they are often less passionate and experienced in the “office stuff”. Human nature channels us to do what we are most comfortable with; learning how to use a new saw-cutting tool is comfortable; learning and implementing a new estimating strategy, or job management tool, is not so comfortable.





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THE JOURNEY CONTINUES...

So Sherpa was born to provide FREE and easy to use information on topics many contractors are not too comfortable with.

- Concrete Sherpa is here to provide help to contractors who are often 'Lone Rangers' and don't have anyone to get solid business advice from.
- Concrete Sherpa is here to provide help for contractors who have to work too hard and too many hours in their business, and one day realize they need to work *on their business, not in their business*.
- Have fun with Concrete Sherpa and go faster towards reaching success than you might have on your own.
- To skeptics who think something free can't be valuable, or there must be a trick- visit Concrete Sherpa and decide for yourself.

We hope you make great use of the Concrete Sherpa and it helps you to become an awesome success for yourself, your family, your church, and your community.

VISIT THE CONCRETE SHERPA

To visit the Concrete Sherpa click here <http://www.ConcreteSherpa.com>.

