



## What Sports Tells Us About Software Training

Recognized as one of the greatest, if not the greatest golfer ever, Tiger Woods is still working on his game. So is every athlete – pro, college, high school, grade school, my seven-year old grandson. It’s all about learning, and practice and learning some more, and more practice.

Getting better is a primary focus of sports in general. And practice is the incubator that delivers improvement. Organized practice involves teaching from an experienced coach and exercises that ingrain that teaching into the minds and bodies of the athletes.

There is universal agreement that the teams and individuals that perform at their best are well-coached and practice often.

There is also universal agreement that to get the most out of any software program, the user must know how to operate that software. And not just have a minimal knowledge of the software’s features and capabilities, but a full knowledge in order to maximize the performance of the software and the performance of that user.

Why is this important to private clubs?

Simple. Every key employee of the club is using one or more software programs. Yet very few of those employees have received any formal training on the software they are using. Think of a college basketball team that plays all of its games with no practice, no coaching, no learning. Game after game. Season after season. What are the chances that team will perform at a high level over time? You know the answer.

Some things remain constant. Knowledge has always paid high dividends. Lack of knowledge has always cost an organization – in real dollars as well as in customer service. The majority of software programs used by private clubs have a direct impact on member service.

Communications, reservations, billing, websites, apps – all touching members directly, with an ability to satisfy or disappoint. And behind those programs are the club’s staff members, struggling to make the software work with a minimal knowledge of its capabilities.

Imagine a member taking a golf or tennis lesson from someone who knows very little about those sports, much less about how to teach. Or an executive chef who knows

very little about cooking and cuisine. Or a golf course superintendent who knows very little about turf management or course maintenance. Unacceptable of course.

But, how about a member services manager who knows very little about how to maintain the club’s website and app. Or a dining reservations manager who is minimally competent in managing member reservations. Or a member billing staff member who knows little more about that software that they were taught 10 years ago.

Acceptable?

Fortunately, the software knowledge gap that exists throughout the private club industry can be easily and inexpensively addressed. Adding a few thousand dollars to the annual budget for refresher software training, for all users of all software programs, is a drop in the budgetary bucket.

Enlightened boards and club managers are awakening to the value such an investment adds to each employee’s performance and the resulting improvement in member service and satisfaction. **BR**

“There’s always stuff to work on.  
You’re never there.”

– Tiger Woods

“If you think education is expensive,  
try ignorance”

– Ann Landers

“An investment in knowledge pays  
the best interest.”

– Benjamin Franklin