

GOLF ETIQUETTE TRAINING

PROFESSIONAL :: ENGAGING :: CUSTOMIZED

SAFFIRE LEGAL, PC offers customizable Golf Etiquette Trainings tailored to your organization's needs and objectives.

Why Golf Etiquette Training?

Because...

- *Golf is the ultimate networking experience and how you act on the course makes a difference;*
- *Golf is the perfect opportunity to showcase your brand's business ethics and values;*
- *Golf is a great way to build and maintain important relationships with those inside and outside your organization.*

Who Benefits From Golf Etiquette?

- Novice Golfers
- Seasoned Golfers looking for an "Etiquette Refresher"
- Professionals Utilizing Golf as a Networking Opportunity

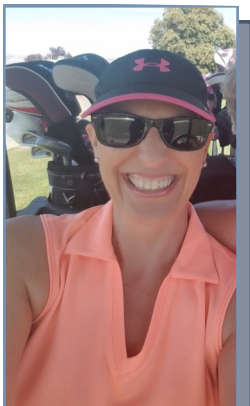
Chose From These Topics To Suit Your Company's Needs:

- What is Golf Etiquette? And Why Golf Etiquette Matters
- Golf's Biggest Frustrations and How to Navigate Them Successfully
- Respecting the Course
- Etiquette and Tournament Play
- Etiquette and the Weekend Golfer
- Professional Image and Golf Attire
- On the Course: Building Your Personal Brand
- Golf Networking Etiquette

Training Presentation Formats:

For maximum impact, all trainings are offered in a live instructor-led format. All presentations are informative, interactive and highly engaging. Training session length varies according to client needs.

Teresa A. McQueen, *Business Etiquette Expert, aspiring golfer, and principal attorney at SAFFIRE LEGAL, PC.*



Based in Southern California and certified by the Emily Post Institute, Teresa has extensive knowledge and a true appreciation for the highest standards of etiquette and decorum. Offering business etiquette trainings, Teresa empowers her audiences by providing them the essential skills and the confidence required to handle any situation with style and assurance.



DETAILED TOPIC DESCRIPTIONS

All of our trainings are customized with the final choice of topics and amount of time allotted to each determined according to your priorities and available time. We are happy to provide: Morning / Afternoon / Evening trainings; Half-day (up to four hours); Full-day (up to eight hours). All of our Golf Etiquette trainings can easily be modified to include any of our Business Etiquette trainings. The following descriptions detail most of what is covered for any given topic.

What Is Golf Etiquette? And Why Golf Etiquette Matters:

This is our introductory module. It articulates what golf etiquette is, what it is not, and why golf etiquette in particular matters. This module sets concepts and introduces a vocabulary of etiquette around self-awareness and relationship building for the entire session. Through the use of real-world examples and relevant survey data we bring golf etiquette to life; explaining the difference between manners (what to do) and the principles of etiquette: consideration, respect, and honesty (why to do it) and why both concepts matter in today's sport networking and business worlds.

Golf's Biggest Frustrations and How to Navigate Them Successfully

In Golf, as in business, it's not if you do or say something, it's *how* you do it that matters. This module teaches the concept of golf etiquette as a process; helping individuals choose actions that not only convey their brand message or resolve concerns, but also build relationships at the same time. Participants are introduced to the game's biggest frustrations learning to utilize the principles of etiquette to navigate those tricky areas of the game where making the wrong move can easily result in a negative impact on the relationships involved.

Respecting the Course

This is a short module, often woven into our Frustrations, Tournament or Weekend Etiquette modules, focusing on "the spirit of golf" and the individuals own 'golfing karma' by highlighting the importance of maintaining a playable course for all golfers at the facility. After introducing this module we refer back to it throughout the program at appropriate points. This module includes a discussion of repairing marks on and off the green, chipping, repairing divots, and bunker etiquette.

Etiquette and Tournament Play

This module covers spectator etiquette as well as tournament play etiquette. The rules of golf always matter, but they are especially important during tournament play where a wrong step can mean the difference between successfully plotting a course through a difficult situation and being disqualified. Understanding the key points of tournament etiquette and how to act when “the game is on” will make any tournament experience more positive and can help in dealing with any difficult situations that may arise.

Etiquette and Weekend Play

It's not a tournament – it's the weekend game! The goal of the weekend golfer is to not only play well (or improve) but to also have fun and enjoy friends, family and a relaxing environment. This module focuses on the differences between non-tournament play and regular or non-serious outings. Using the basics of golf and golf etiquette, participants will learn the tools necessary to create a positive experience for themselves and their teammates.

Professional Image and Golf Attire

Professional image and golf attire is not some bare minimum requirement to be met – it's an opportunity to demonstrate professionalism and respect on the course. The Image and Attire module focuses on: the importance of self-awareness around appearance, actions, and words; golf dress basics/musts; body language (posture and nervous habits); word choice (swearing, inflection, laughter); being prepared and setting the tone for success.

On the Course: Building Your Personal Brand

Do your golf compadres or the business associates you golf with know you for the qualities you work hard to project or do they see something else? Golf is the ultimate networking sport. And most golfers agree that how a person conducts themselves on the course correlates directly to how they conduct themselves in business.

Personal branding marks your career reputation – it is the set of attributes for which you are known. This module assists participants in identifying and articulating their personal brand, leading to awareness of how others perceive them – on and off the course. It also encourages the intentional pursuit of attributes participants wish to cultivate. The module focuses on: the components of a personal brand; examples of attributes; and a team ‘attributes exercise’ with partners.

Golf Networking Etiquette

Being able to represent yourself and your organization successfully at any golf event is an important part of professionalism – as is the ability to build and maintain new relationships through networking. This module includes: small talk; fitting into a foursome; pointers on creating comfortable conversation; alcohol consumption and the one-drink rule; dealing with difficult or controversial conversations; smoothly moving from group to group; exiting a conversation with a “talker;” and the importance of (and how-to) follow up. We also include: networking skill sets for good host and good guest protocols such as sending and accepting invitations, punctuality protocol, and appropriate thank-yous.



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