

PGA BEST PRACTICES: PLAYER DEVELOPMENT

Get Golf Ready Works Well With Existing Programs



Greg Nichols is the PGA general manager and director of golf at Ko Olina Golf Club in Kapolei, Hawaii.

The four biggest roadblocks to getting into golf are fear, time, cost and the mystery of the game. We came up with an outside-the-box initiative to help new golfers jump those roadblocks and get onto the course, and Get Golf Ready was part of the plan. Earlier this year, we started an Ambassador Program - we identified 15 of our core golfers at the facility, and gave them each the authority to bring a new golfer out for a free nine holes of golf once a month. The idea is that most people are introduced to the game by a friend or family member, and that most people would rather skip the range and go straight to the course.

When our Ambassadors brought new golfers to the course, we gave each new player a welcome packet that included information on Get Golf Ready. These new golfers were thrilled to see a low-cost option for PGA golf instruction with an on-course element, and this is part of why we were one of the top three facilities in number of Get Golf Ready participants this year. This shows how Get Golf Ready can be successfully used as a standalone program or as a complimentary program to your existing efforts to grow the game.

For more information on Get Golf Ready and other PGA Player Development programs, please visit the Player Development page on PGALinks.com.



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