

## **To the Bosses Out There, Take A Moment**

I was fortunate recently to have a conversation with a fellow PGA Professional and the discussion was based on the premise that “Superior service will not be achieved without a superior team and superior teams require superior leadership”.

I shared that I spend a lot of time talking with shop assistants and appreciate learning their take on their jobs. With so many support employees now paid by the hour and for the most part, close to minimum wage, their jobs are challenging, with the pandemic the work environment is difficult and the expectations by their bosses is high.

So, what do I typically hear? I found that few complained about the hourly wage. In almost every case however, they stated that they never received so much as a pat on the back or thank you from their boss.

I'd like to share a quote from Dr. Steven Covey, author of *Seven Habits of Highly Effective People*- **“We manage things and lead people.”** Money will not change behavior for the long term. The truly lasting motivation comes from caring and creative leaders.

The shop assistants I chat with crave a leader who will inspire them, motivate them. Not someone who simply gives instructions on tasks.

What it comes down to is this- motivating employees requires setting measurable and achievable goals. And when the goals are reached, they are recognized and best, publicly. They want to see their boss managing by example and visible. And they want to be communicated and listened to.

None of these factors cost money. They only take a bit of time on the part of the boss and showing concern for their staff.

To the bosses out there, take a moment and think about your leadership style. During this pandemic and while the golf courses are crazy busy, it is easy to forget what can make a team effective and successful. Take the time to reflect and assess how your staff is doing. They are your most important asset.