



Successful Crisis Management

So, you have the most effective risk management procedures in place, properly assessing potential threats to your golf operation, and implementing strategies to avoid those situations. However, there is still a chance that you will be confronted with an unexpected crisis, and when that happens, being well prepared is essential.

The topic of the feature story of this issue is Crisis Management; guiding you through the fundamental concepts that ought to be adopted in order to manage this important but sometimes overlooked business strategy. Written by Henry Delozier, an experienced golf consultant whom I have known and respected for many years, the article outlines how to prepare, respond and communicate during any such crisis situation. Delozier's advice is worth taking if you haven't already established a formal Crisis Management Plan.

Although a discussion about disaster situations starts, by definition, with negative implications, it is important to focus on the positive outcomes that emerge from effective Crisis Management. Every golf course operator's ability to minimize business interruption, avoid liability, and maintain public credibility are enhanced if the right systems are in place to handle such challenges. The net effect can become good news, under the circumstances, if well managed.

Furthermore, effective preparation of your Crisis Management strategies can prompt opportunities for improvements in your day to day operation, perhaps generating better customer service, employee engagement, or facility enhancements, all of which may yield a better bottom line. It is

simply good leadership to deal with your Crisis Management as an organized strategy and plan ahead, instead of waiting until the crisis occurs.

To complement our feature story, our Parting Shot provides an insightful summary of Oakville Executive Golf Courses' experience dealing with a fire that destroyed their clubhouse. It is clearly a difficult situation, but the lessons to be learned are valuable, and fortunately the Myers family have managed the ordeal quite well.

The balance of this issue of Golf Business Canada consists of some great articles including: the improving golf financing market, first aid for golf courses, capitalizing on social media, the next chapter in our series on succession planning, a profile of The Royal Ashburn Golf Club's 50 year success story, recycling in your F&B department, and an interview with Keith Keindel of the Canadian Golf Industry Association. Each article offers relevant consultation for the Canadian golf course owner and operator.

Hopefully your only crisis will be the challenge of finding time to read all of this valuable Golf Business Canada content while your tee sheet is so full that you can barely keep up...

On behalf of our Golf Business Canada team and the National Golf Course Owners Association Canada, happy reading and all the best for a very successful 2012 golf season!

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