



GOODWOOD



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**PHIL HELMN - MG**

General Manager - Sports Turf, Grounds & Gardens

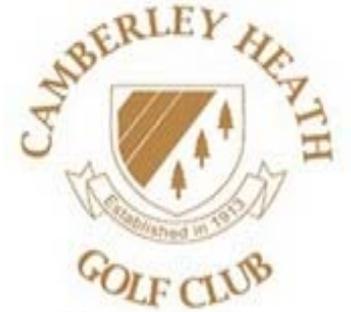
**Practice makes Perfect...Creating successful habits**



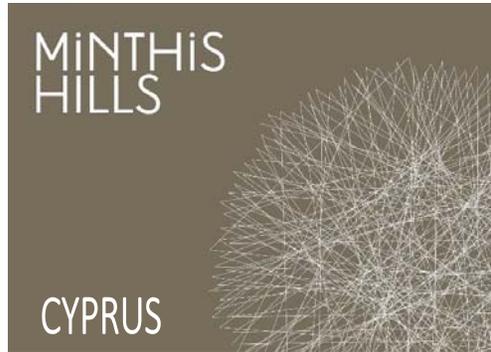
HEYTHROP PARK  
RESORT



**& Abingdon  
& Witney  
College**



Myerscough  
College



**GOODWOOD**



COLLINGTREE PARK  
golf club

**Moulton  
College**  
NORTHAMPTONSHIRE





# What are good habits?

**Reliable**  
**Loyal**

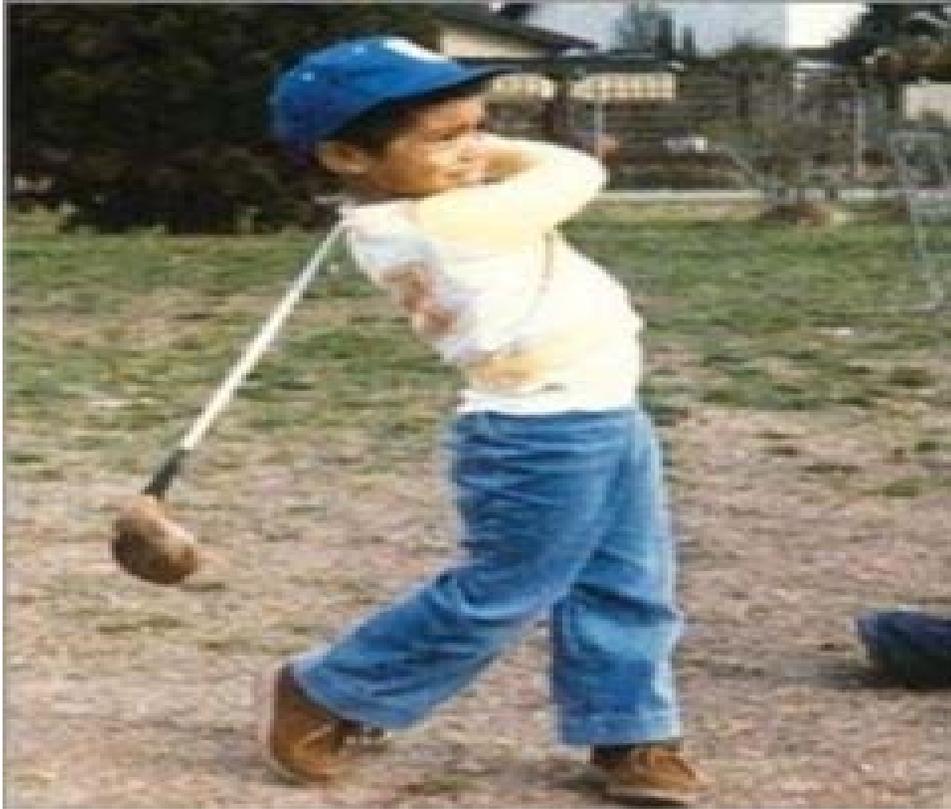
**Pro active**  
**Problem**  
**solving**

**Confident**  
**Ambitious**

**Flexible**  
**Adaptable**

**Honest**  
**Integrity**

# Talent or Hard Work



1979 (aged 4)



1997 (aged 21)



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# Repetition



The 21-day rule goes back to the 1960s pop psychology book *Psycho-Cybernetics*. This book stated it took a minimum of 21 days for an old mental image to dissolve and a new one to be created.

More recently, a study of 96 people published in *The European Journal of Social Psychology* found it took on average 66 days to form a habit. But in the study, the actual number of days ranged from 18 to 254 days - indicating that it can take either a very short or a very long time!

# Memory Challenge

1 3 7 10 6 2 9 5 8 4

1 2 3 4 5 6 7 8 9 10

11 12 13 14 15 16 17 18 19 20



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Place



People



Process



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# Build a Foundation

Clarity

Competence

Communicate

Culture



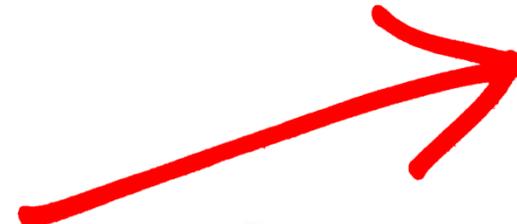
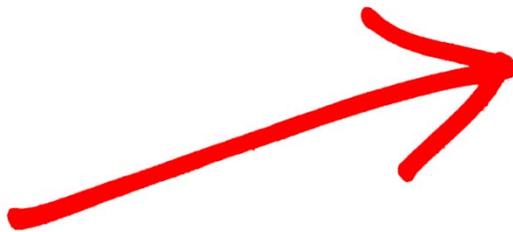
Vision

Skills

Feedback

Behaviour

# Clarity



Specific  
↓  
**GOAL** ← Measurable  
← Achievable  
← Realistic  
Timely



Team

- ★ FAIR PAY
- ★ LIVE THE VALUES
- ★ LOVE THEIR JOB
- ★ MORE EXPERTISE

Reputation

- ★ 'CAN-DO' ATTITUDE
- ★ IMPROVE FRIENDLINESS
- ★ SINGLE GROUP BUDGET

Financial

- ★ EVERY £ SPENT WISELY
- ★ MAX. BUYING POWER
- ★ SHARE MATERIALS

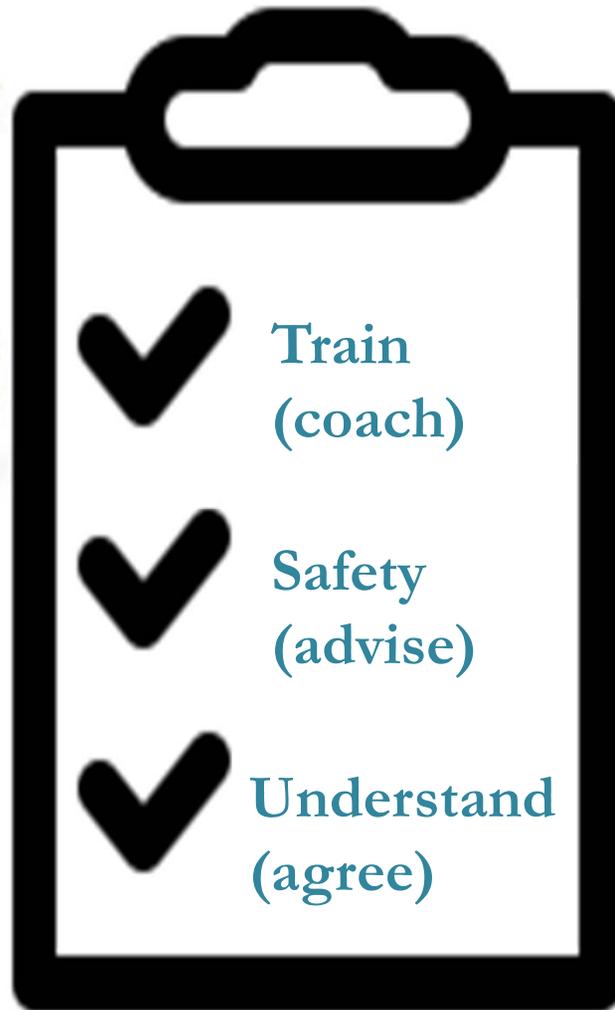
Resources

- ★ RIGHT MACHINERY
- ★ SHARE MACHINERY
- ★ SHARE SUPPORT

Management

- ★ SHARE BEST PRACTICE
- ★ IMPROVED FLEXIBILITY





# Communication

Motivating

energising

inspiring

Supporting

consulting

recognition

Caring

considerate

understanding

Listening

informing

conversing



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# feedback



Individual



Team



Managers

# Culture



Obsession for  
perfection



Sheer love  
of life



Daring  
to do



The real  
thing



Think  
Customer

Take  
Responsibility

Build  
Trust

Encourage  
Excellence

Work  
Together

Our customer is at the heart of our business. Strives to do everything

'brilliantly' for our external and internal customers.

Demonstrates ownership and shows confidence in their knowledge, skills and abilities. Takes pride in the development of self and others.

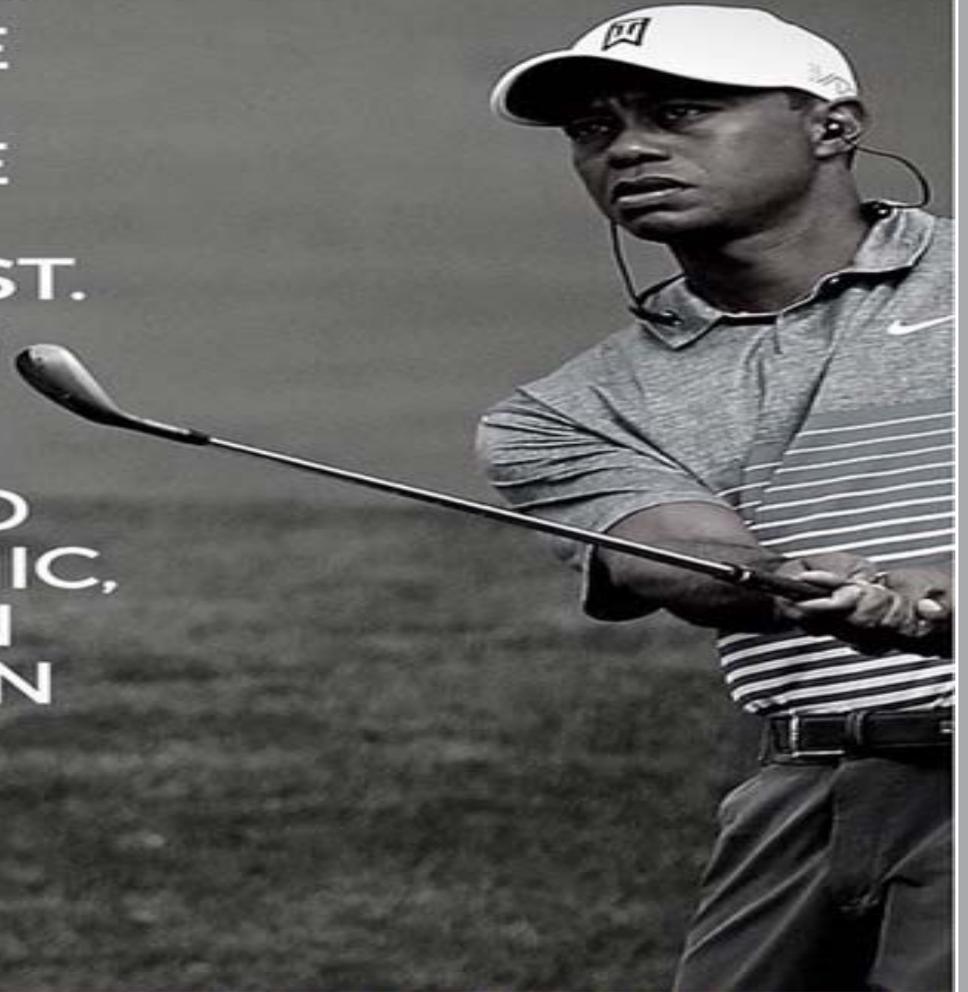
Communicates in a clear, open and honest way. Presumes trust. Is consistent and approachable. Talks and listens.

Has the courage and imagination to generate and support new ideas. Is committed to continually improving what they do and being positive.

Shares information and supports colleagues. Values and respects colleagues and actively looks for ways to build relationships.

“WHEN I GREW UP  
I WAS NEVER THE  
MOST TALENTED.  
I WAS NEVER THE  
BIGGEST. I WAS  
NEVER THE FASTEST.  
I CERTAINLY WAS  
NEVER THE  
STRONGEST. THE  
MAIN THING I HAD  
WAS MY WORK ETHIC,  
AND THAT’S BEEN  
WHAT HAS GOTTEN  
ME THIS FAR.”

Tiger Woods





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**Thank You**