



GOODWOOD

PHIL HELMN - MG

General Manager - Sports Turf, Grounds & Gardens

Practice makes Perfect...Creating successful habits



HEYTHROP PARK
RESORT



Myerscough
College



COLLINGTREE PARK
golf club



Watermark
Golf Resort

MINTHIS
HILLS

CYPRUS

Abingdon
& Witney
College



GOODWOOD

Moulton
College

NORTHAMPTONSHIRE



Profit through Skill



john's island club

Great to be here



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)

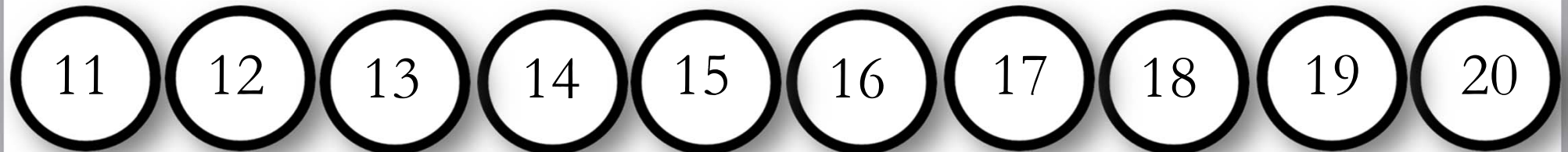
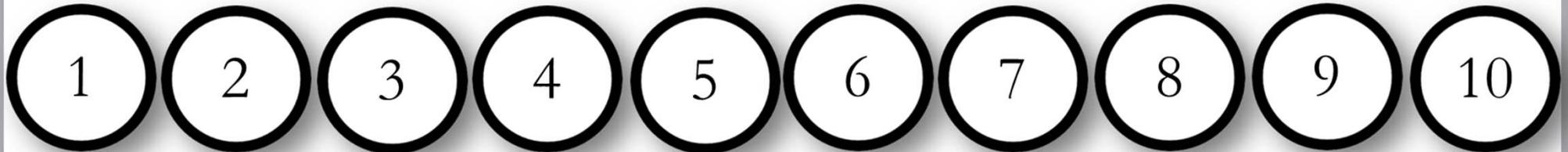
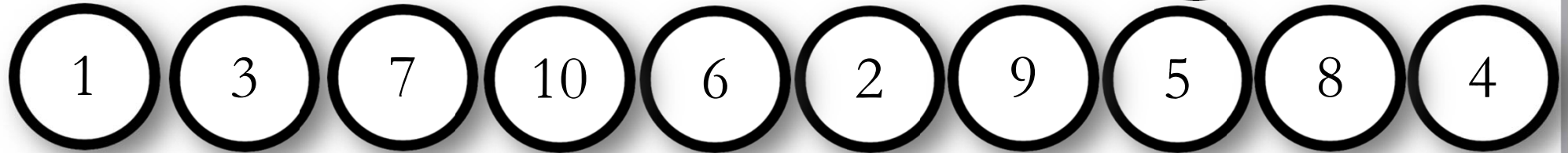
Repetition



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





GOODWOOD



Place

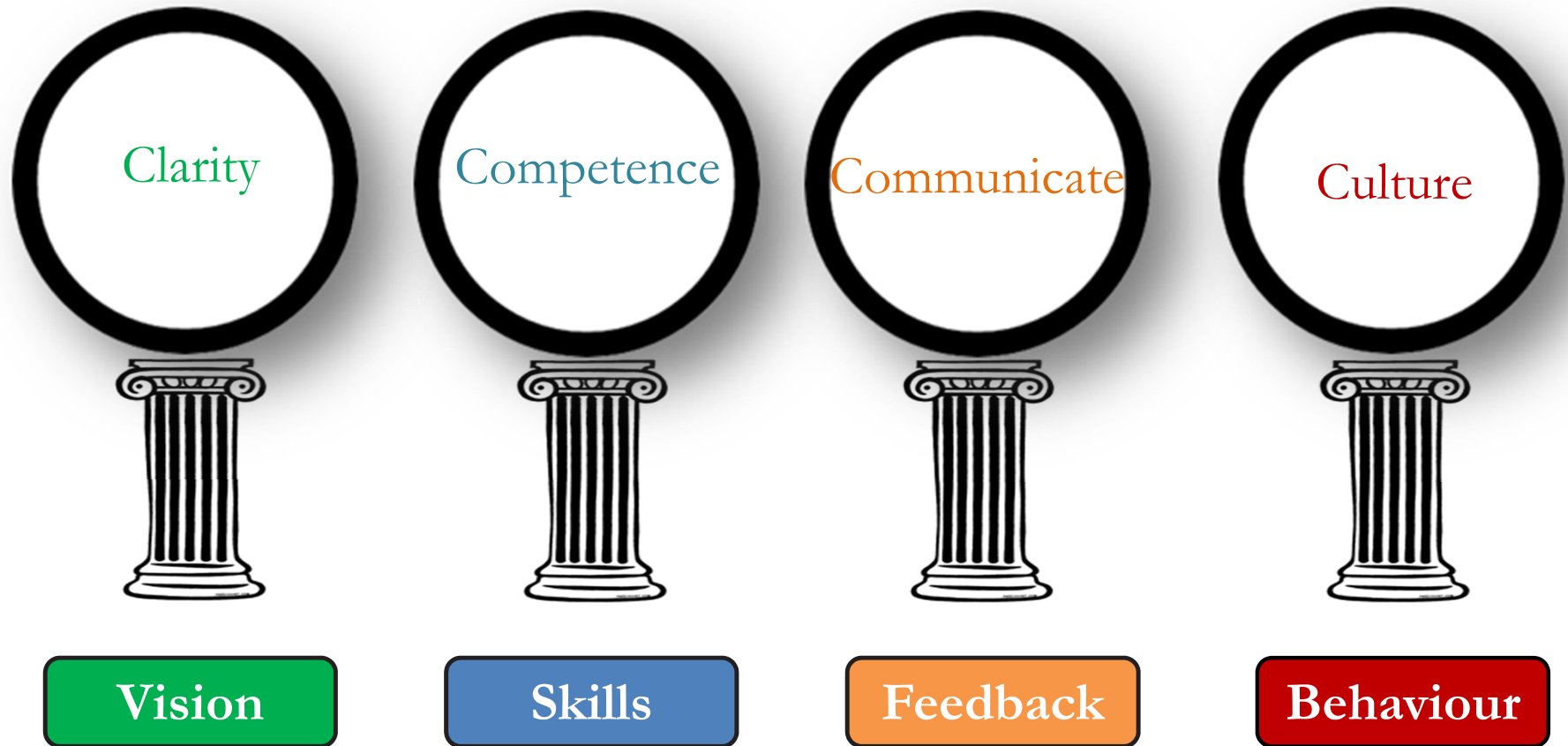


People



Process

Build a Foundation



Clarity





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

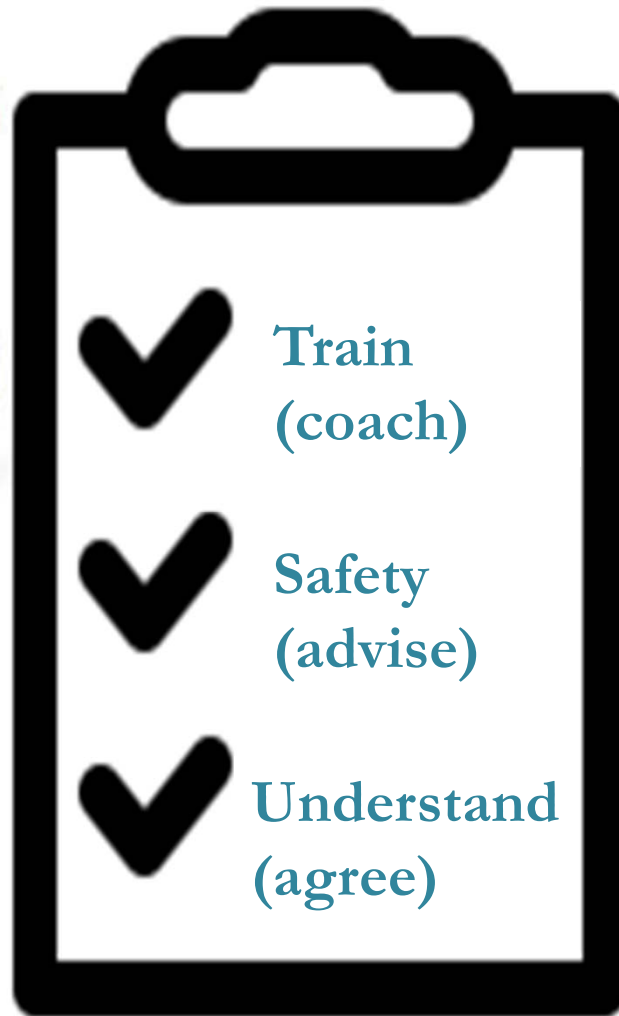
Resources

- ★ 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

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.

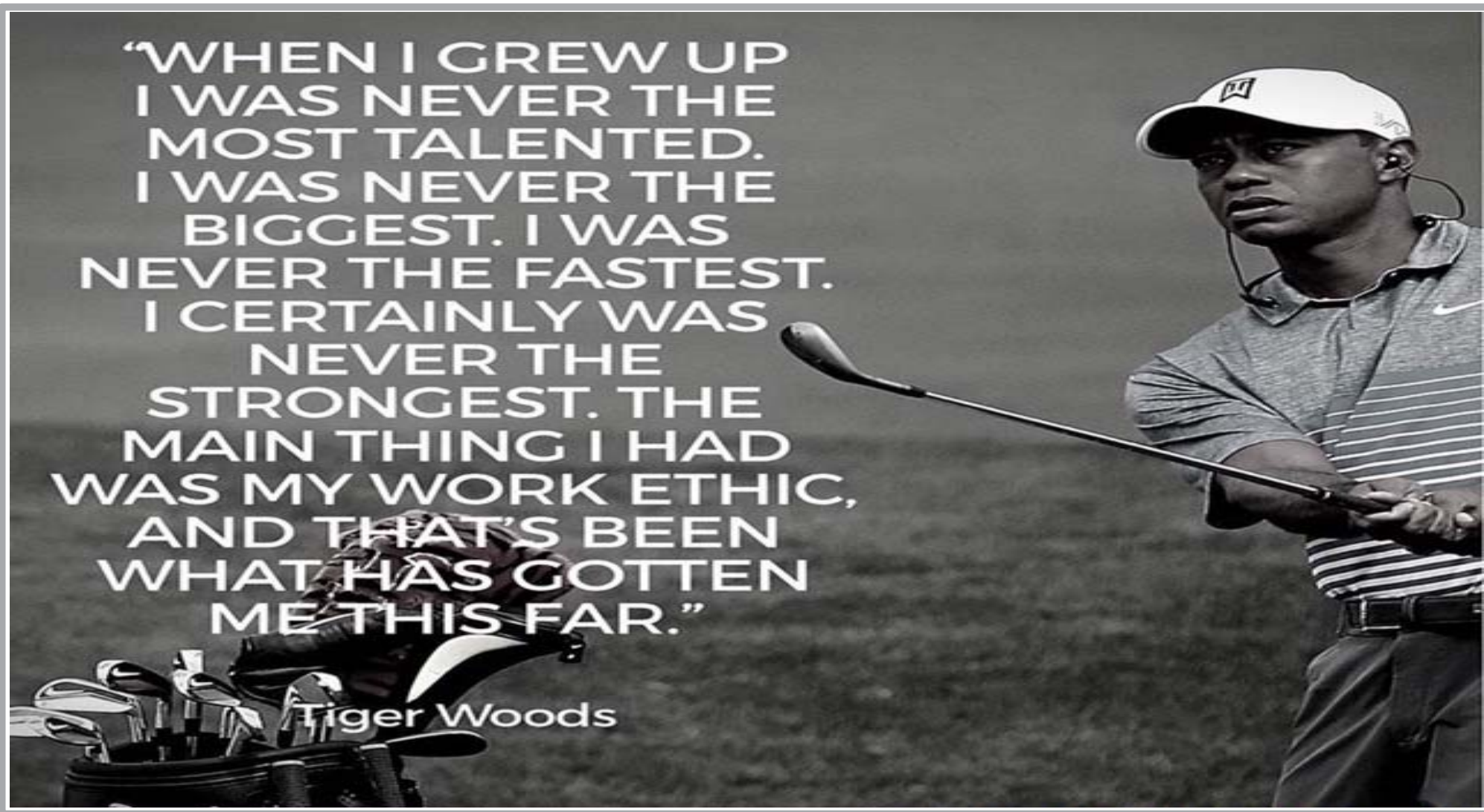
Communicates in a clear, open and honest way. Presumes trust. Is consistent and approachable. Talks and listens.

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