



Thank you, I am thrilled to be here today with all of you.

I am going to start today off with a story about Reality from the Sioux Indians.



Reality from the Sioux Indians

The Creator gathered all of creation and said, "*I want to hide something from the humans until they are ready for it. It is the realization that they create their own reality.*"

The eagle said, "give it to me, I will take it to the moon." The Creator said, "*No. One day they will go there and find it.*" The salmon said, "I will hide it on the bottom of the ocean." "*No. They will go there, too.*" The buffalo said, "I will bury it on the great plains." The Creator said, "*they will cut into the skin of the earth and find it even there.*"

Then the Grandmother Mole, who lives in the breast of Mother Earth, and who has no physical eyes but sees with spiritual eyes, said, "Put it inside them."

And the Creator said, "*It is done.*"



Today I'm talking with you about how to Define your reality – You are a Badass.

What does everyone else see? And why does it matter?

We're going to talk about how to Market Yourself and harness your authenticity so others see the Bad Ass you are.

I will touch on my personal journey, along with strategies and practical tips.



HOW TO MARKET YOURSELF

1. Identify Your Personal Brand
2. Determine Who You're Marketing To
3. Establish Your Message
4. Communication & Delivery
5. CAMPSSM

@GDRizzi @RadiusSportsLLC
Conference Hashtag: #GolfIndustryShow

when marketing yourself, it is important to do these 5 things

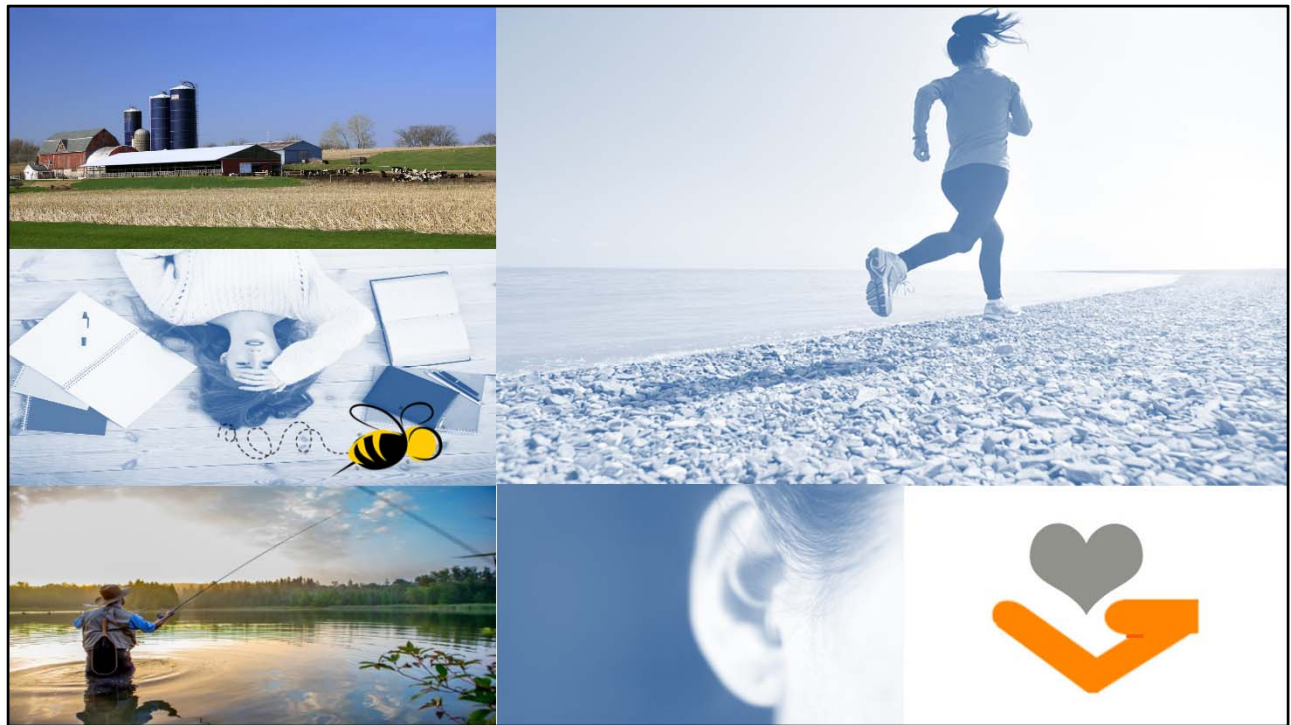


To help identify your personal brand, think about what pivotal moments there have been in your life and how they have shaped you into who you are.

What have you learned from them?

What do you stand for?

Here are a couple examples from my own journey.



Of these six pivotal moments – can you guess which one is NOT true of me?

I worked on a dairy farm in a small town

I am a marathon runner

I was on welfare as a kid

I am 70% deaf in one ear

I'm a fly fisherman

I was 4-time regional spelling bee champ & high school valedictorian

Guesses? They are all true.

These are six pivotal moments that shaped who I am – and who I am has created my life path and personal brand. It is a brand I am true to in thought, deed, communications, work, and when marketing myself.

So, what are your pivotal moments? What do you stand for?

Take some time, really take the time to think about it – rather than just existing – understand your moments, passions, and personal brand.

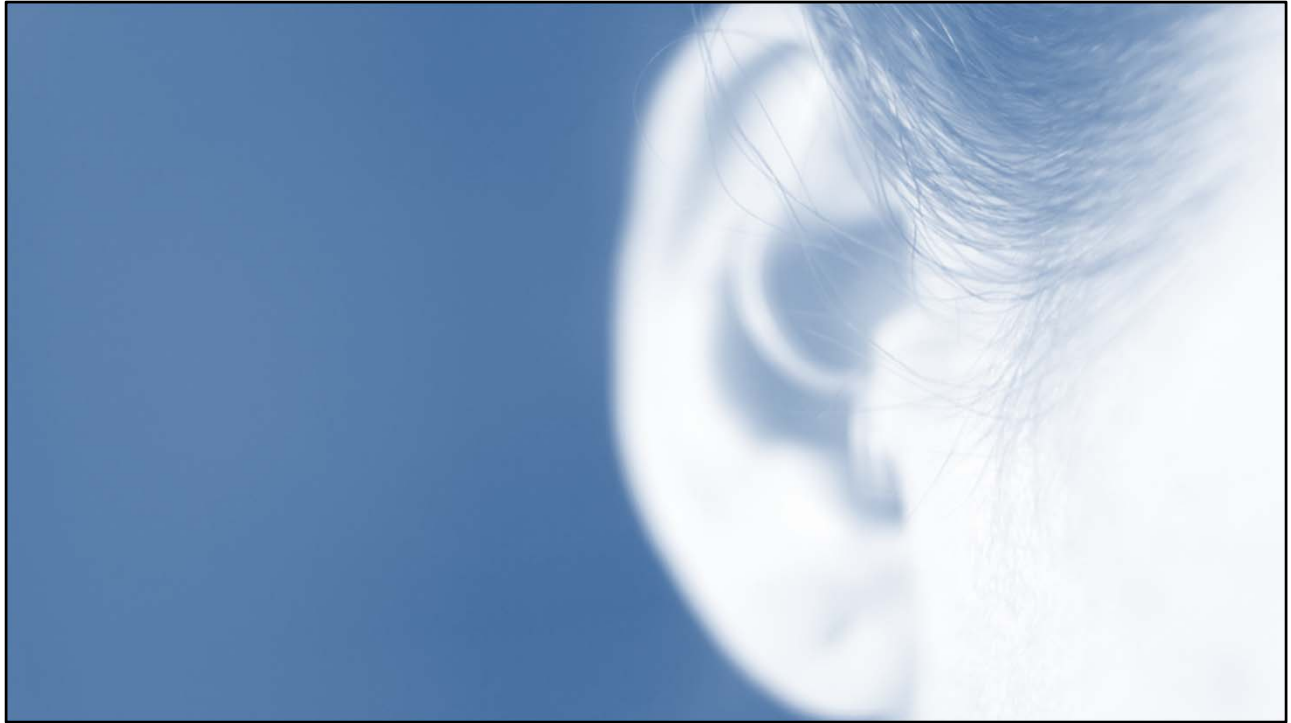


Two of these truly shaped my brand and path toward entrepreneurship. The first is the marathon -

During this time I had been engaged, we broke it off, I was promoted and moved to Chicago. I only knew one person there so spent much of my time on my own. It was then that I trained for my first Marathon. Anyone who has ever ran a marathon will tell you it is one of the most challenging and empowering physical and mental experiences. I recall running my 16 mi training run at 10 pm at night after a long day of work, trekking along lakeshore drive, I had just turned at the halfway mark, with the wind blowing fiercely and rain coming down, and I remember feeling completely alone. I didn't really know anyone in Chicago, I had just come out of a relationship, I was totally drained, and just wanted to quit. Well, I was running for a charity that helps abused kids. I looked down at my wrist where I wore this bracelet that one of the kids I was running for, his name was Michael, had made. And I thought the task in front of me was nothing compared to what he went through. I finished the 16 and completely collapsed in tears.

I proved something to myself – when you think you can't go on, you can. And you will.

And I knew once I completed that first marathon that I could do ANYTHING I set my mind to. This was crucial in advancing my career and path to entrepreneurship.



The second pivotal moment was partially losing my hearing –

In the intense first year of my MBA program at Notre Dame, while juggling my full time job at Avis, I was diagnosed with what's called a cholesteotoma, similar to a tumor, fortunately benign. It affected my hearing in both ears and had many implications for potentially severe future problems. I had two surgeries on my right ear and was left with 30% hearing in that ear.



This really opened my eyes to people with disabilities, I remember walking down the street in Chicago and seeing a blind person and thinking, I am not in your shoes exactly, but I have a tiny bit of understanding of what it feels like to struggle and to have to learn to do things in a different way. To innovate to live in each and every day.

I also thought about the concept of 'not hearing' in a grander, more spiritual sense. I asked myself, what am I really not hearing? What is missing in my life, what am I not listening to?

**“The measure
of who we are is
what we do with
what we have.”**

- Vince Lombardi

And what it was, was my passion for giving back. You see I love business and accomplishments and drive, but I knew that there was a way to bridge business expertise and business performance with doing good.

I harnessed my beliefs into jobs I would volunteer for at work. Above and beyond my role. These TWO pivotal moments with the marathon training and hearing impediments pushed me. I was marketing myself by going above and beyond - and pursuing passions – this evolved into Avis creating a position for me – one of tremendous responsibility doing all that I loved with sports marketing, charities, operations, environmental sustainability, diversity, and employee engagement. After four years in that position, I was offered a major promotion and then

I quit my job.

I quit my job. I QUIT MY JOB.

I was offered an amazing promotion, groomed to be a C-level role. I loved the people who I worked with.

But I felt a need to build more on the pivotal moments in my life. To pursue my passions. To embrace my personal brand. To further market myself.



And I bet on me.

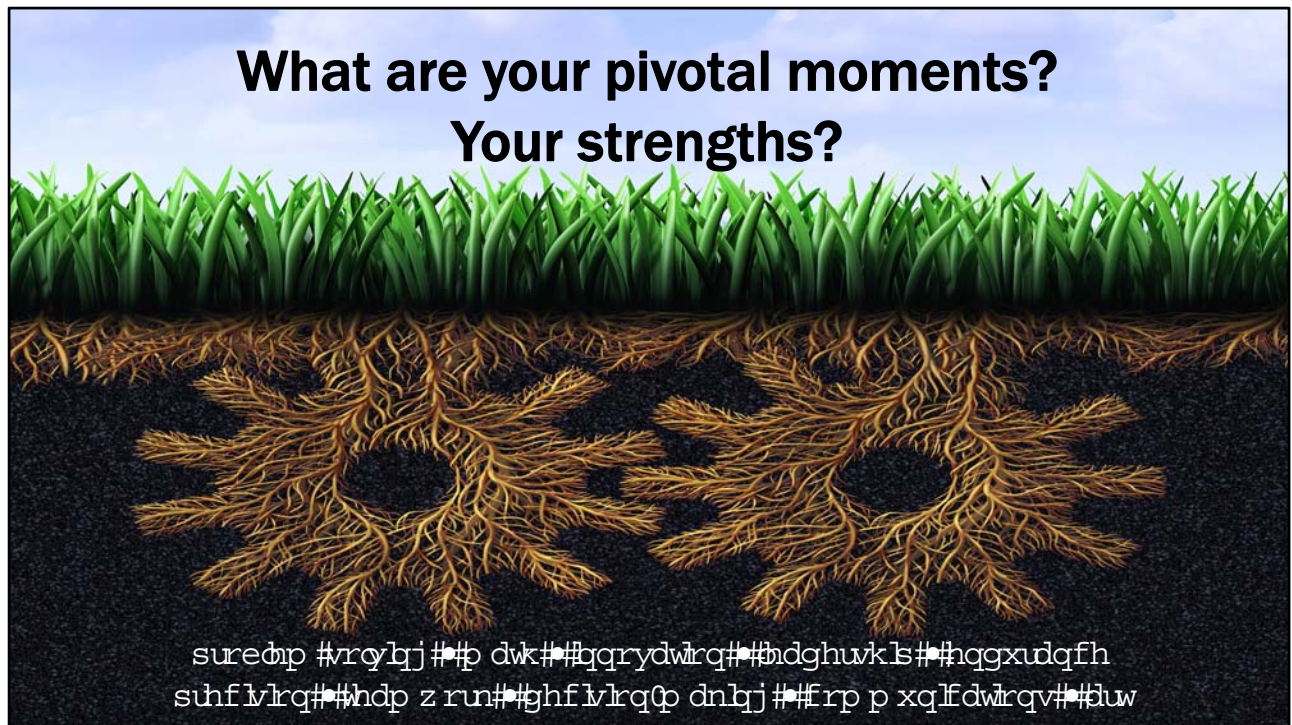
These pivotal moments taught me:

- Perseverance.
- Dedication.
- Importance of family and community.
- Attention to detail.
- Completing tasks with excellence.
- Innovation.
- Pride in what I do.
- Love of nature.
- Helping people.
- Living positively and profoundly.
- Staying grounded.
- Building and creating things.
- Walking the Talk with Actions, not just words.

Recognizing these truths about myself led me to quitting my Fortune 500 job nearly nine years ago, starting a marketing firm, and gaining my first client in the same day. When I gave notice to Avis, our President flew me to NJ, he respected my desire to be an entrepreneur but didn't want me to go far and wanted to be my first client.

These are elements of my personal brand and what I stand for. Call it living your

truths – marketing the real you - and my companies retain a focus on the things I am passionate about and work that embraces people, the planet, and performance.



Why do I share this? Because to know how to market yourself, you need to understand YOU. What exactly are you marketing?

What are your strengths and passions – problem solving? Math? Innovation? Leading teams?



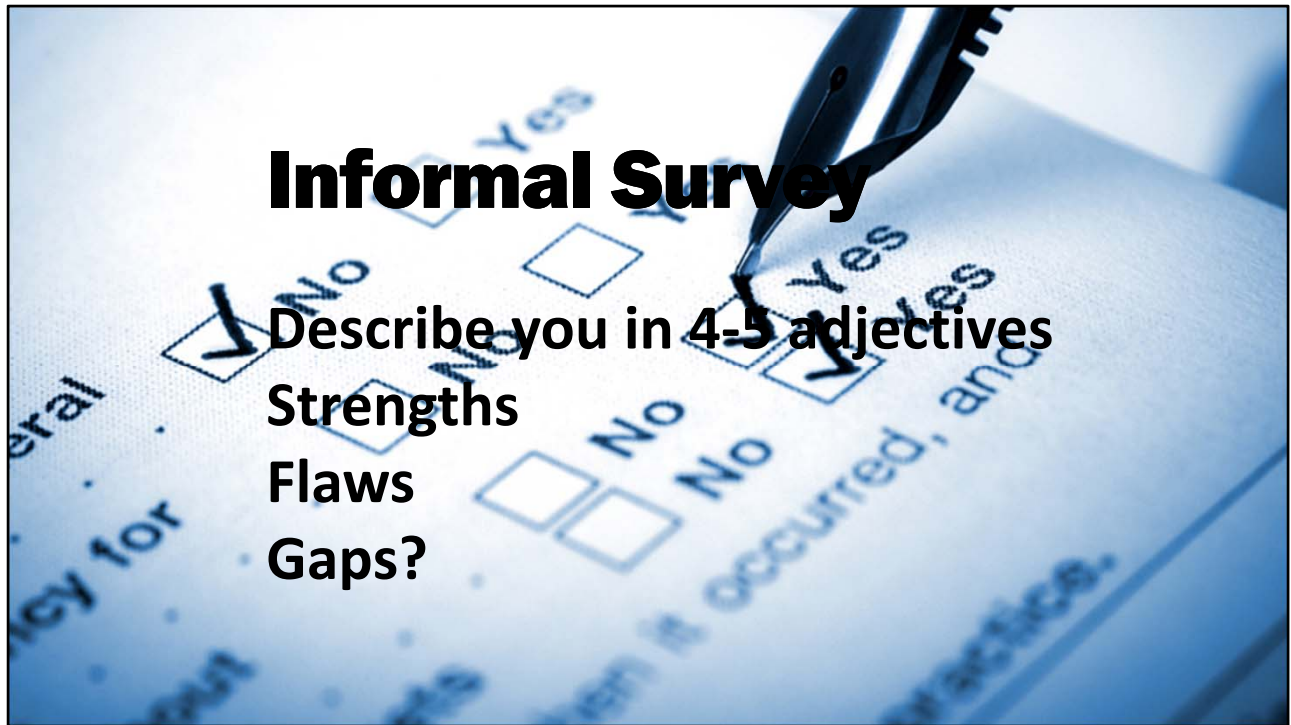
**on this note regarding marketing yourself, you can still be humble and be a bad ass...you can still market yourself and be humble.

It's about being authentic, communicating, and creating human connection.

If you left, what would your crew & colleagues miss?

Beyond pivotal moments, to help identify your personal brand - think about “if you left your job today, what would your crew and colleagues miss?”

This is key to making sure you are conducting and marketing yourself in a manner that gets across the ‘true’ you.



Survey your crew, suppliers, boss, friends – have them provide a sentence describing you, describe in 4-5 adjectives, strengths/flaws, do these hunt with what you think? Is there a gap? What can you do to close the gap?

Superhuman
badass COOL
turf science guy.

Because we know THIS is YOU.

Who are *you marketing to?*

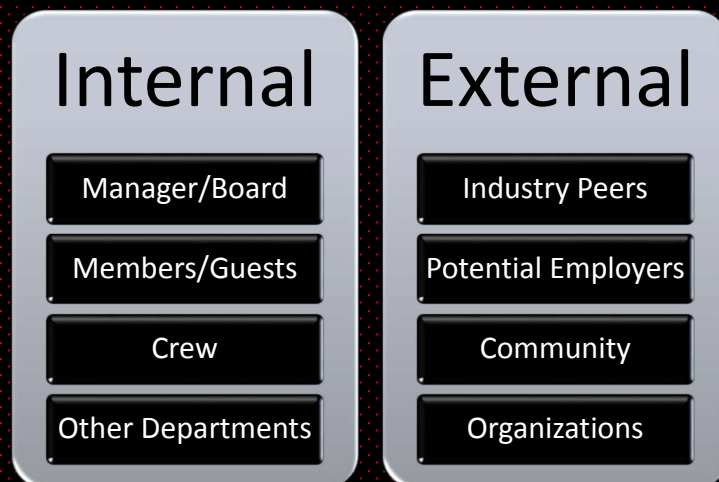


Not everyone is the same. Learn how to diplomatically engage different stakeholders.

Understand the wins for each person

how to make your message meaningful to them.

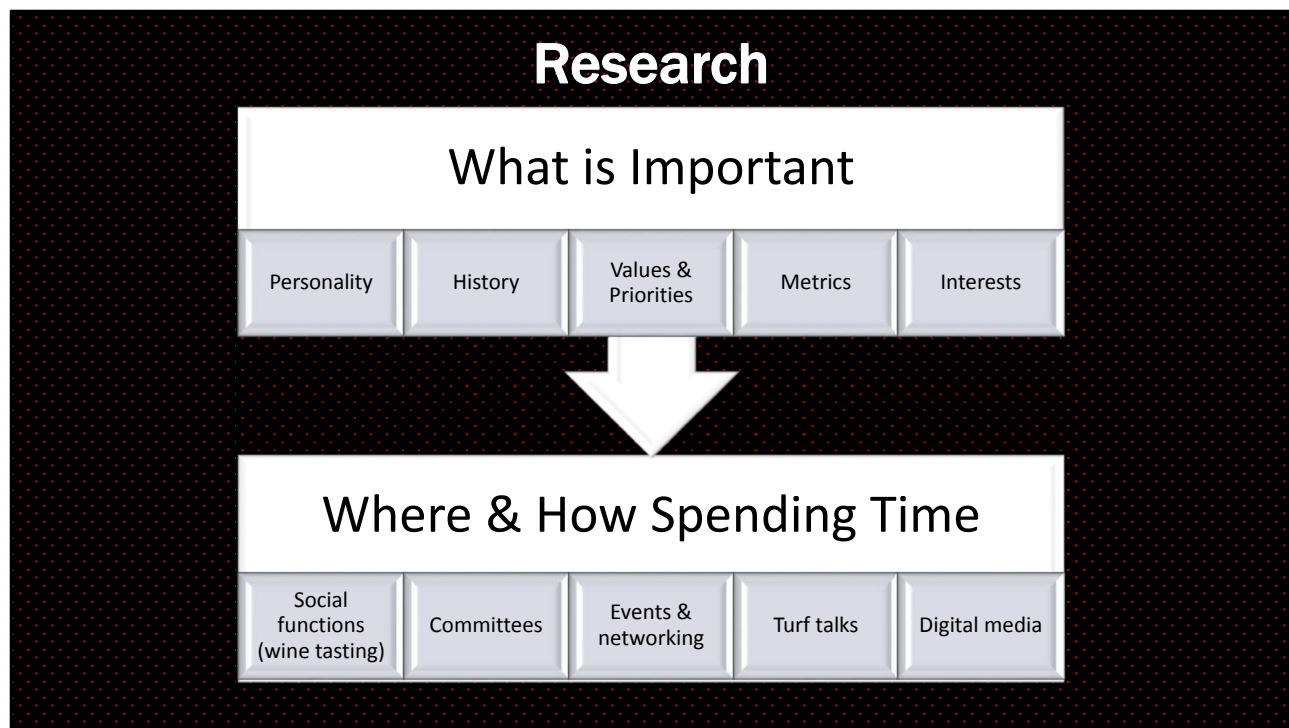
Target Audience



In marketing we call who you are marketing to the Target Audience.

Internal? Is it about what your boss thinks? Or members? How you are compared to the golf pro? Is it your crew? Other colleagues?

External? Peers, organization like GCSAA, potential employers – and if potential employers, then who there? The GM, Director of Golf, Superintendent?



What do they want? What is their culture like? Manager's personality? History? Do your research

Where and how are they spending their time?

At the course - social functions, committees, meetings, events, turf talks. Are you there and engaging?

Other courses/employment – events, organizations (GCSAA, CMAA, GIS, NGCOA)

Digital – Twitter, LinkedIn

Networking – who do you both know

Of all of these places, are YOU there?



Your message – what do you want? Are you asking for it?

What exactly are your goals? You don't get it if you don't ask

and you won't be thought of if you don't show up.



Harness your message

Do you know what you've accomplished, top skills, goals, strengths, can you communicate concisely? Can you relate how it benefits each entity you care about? Can you relate how it benefits your boss? Is it saving the course money, is it securing members, is it improving playability?

When you harness your message and connect it with your personal brand – you share your story – this creates a meaningful, rich, human connection.

Delivery...details



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SOURCE: US News & World Report, May 2012

Now let's talk about the message delivery and all the little details.

First impressions – looks, attire, language, attitude, confidence, smile!

Virgin America example

<https://money.usnews.com/money/careers/slideshows/the-7-things-interviewers-notice-first>



Make sure the little things -- the way you dress, your body language (arms crossed, fidgety, frowning, distracted),

how you behave with co-workers, your punctuality, the emails you write -- are consistent with your personal brand message.

YOU are your message to the world.

Social Media Reinforces Personal Brand



proofread • spelling • grammar • vocabulary • mindful of 'to' line
unique words • avoid over-used words • professional • patience

Social Media

Social media – especially Twitter for supers. Estimating roughly 10,000 supers on Twitter. Post on twitter 3-5x per week, like/follow, use hashtags. Reinforce your personal brand – break into elements. i.e. leadership/teamwork, innovation/new products/processes, industry news, values, performance

LinkedIn – be on it. Add a nice photo/photo that says something about you

Blog, LinkedIn, Industry articles that provide value & provoke thought, give credit/tag people – encourages sharing, be consistent with your personal brand

Communications - proofread, spelling, grammar, vocabulary (unique words, avoid over-used words) frequency 1x per week to per quarter (Twitter daily post, LinkedIn 1x per week, article 1x per month or every couple months)

Professional resume with facts and data that fits your personal brand



CAMPS stands for Connectivity, Action, Moving the Pieces, Partnerships, Self-Improvement – it is an approach which incorporates networking & relationships combined with personal marketing strategy. I am speaking about this tomorrow at the Lightning Round Learning session – please check it out – but the ultra-short version is: 1) stay connected with others (new people and people you’ve known) – 2) stay engaged – be visible, do things that may be out of your comfort zone. 3) delegate – more than you would normally do - to help create time, action, and mindspace. 4) Pursue unique Partnerships with people or companies and 5) always always seek to improve with classes, a certification, or simply reading. Hold yourself accountable to CAMPS weekly or monthly – it’s a great path to success in your career and marketing yourself.



Remember who you are, is your message to the world.

Every word you say, everything you communicate and do.

Be intentional. Be compelling.

Think about your pivotal moments, look within and find your reality, your personal brand, decide who you're marketing to, fine tune your message, then show the world



the bad ass you know you are.

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Thank you!