



golf industry show



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GCSAA Education Conference

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Say it with Style: Tips for Assistant Superintendents

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What did you think?

- Comments about what you observed?
- Positive take-aways?
- Negative take-aways?



Skill Types Importance

Forced Rank Order: 1 to 4, with 1 most important

Student Faculty Alum Employer



Crawford et al., Michigan State University, 2011

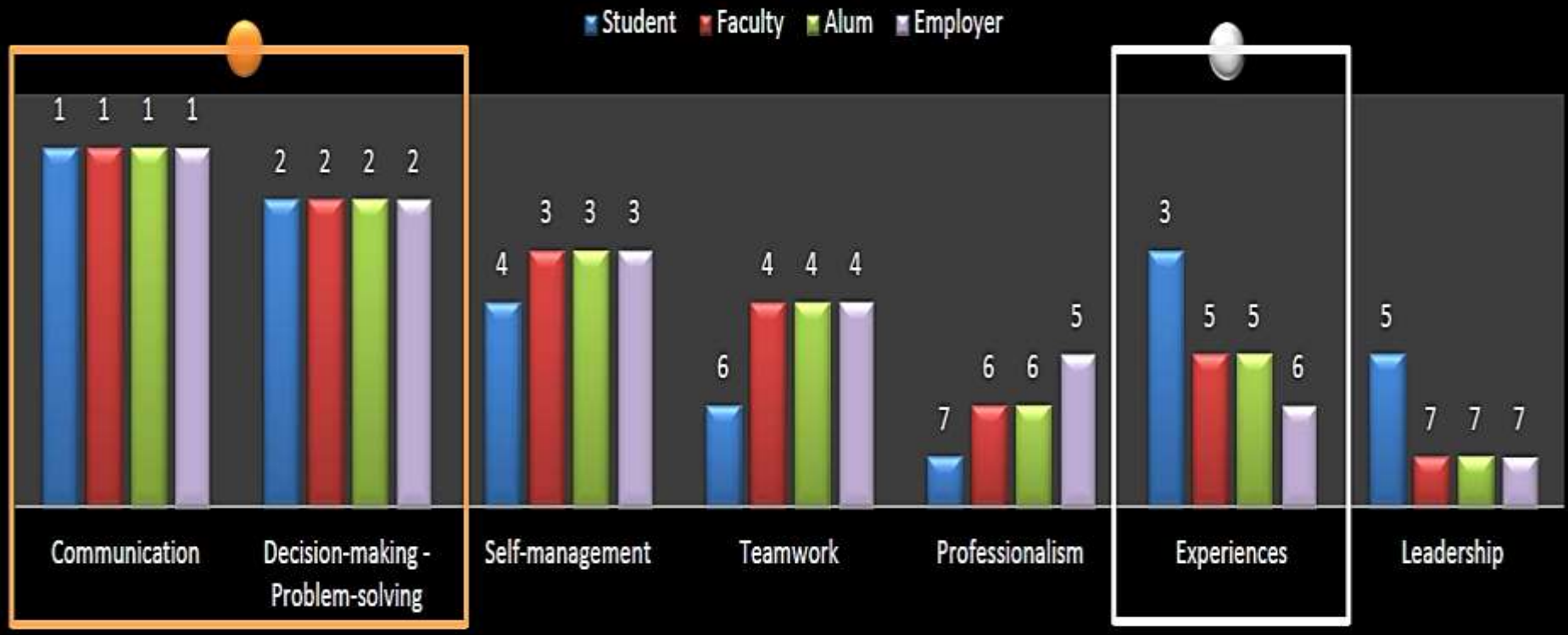
Soft Skill Clusters

- Leadership
- Communication
- Teamwork
- Self-management
- Experiences
- Decision-making/problem-solving
- Professionalism



Soft Skill Clusters Importance

Forced Rank Order: 1 to 7, with 1 most important



Crawford et al., Michigan State University, 2011

Communications Clusters

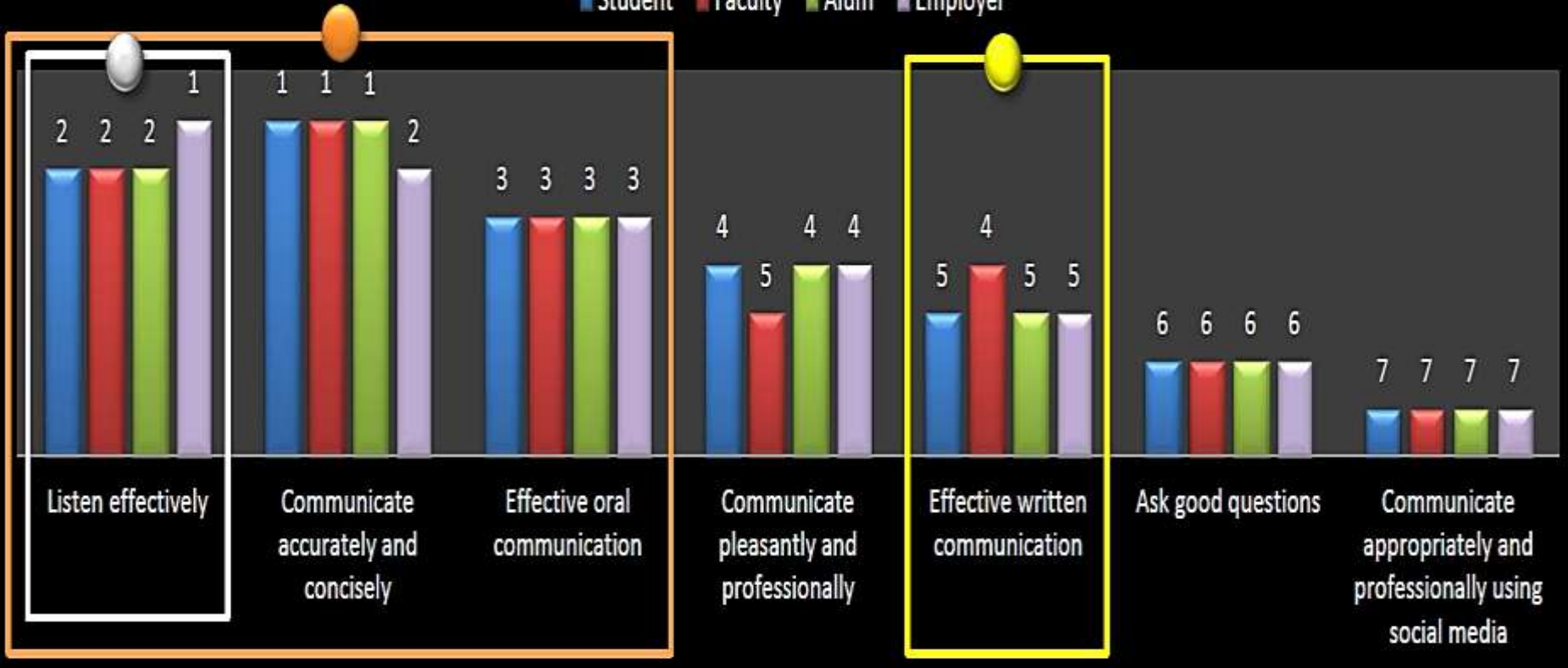
- Effective written communication
- Communicate accurately and concisely
- Ask good questions
- Effective oral communication
- Communicate pleasantly and professionally
- Listen effectively
- Communicate appropriately and professionally using social media



Communications Soft Skill Cluster

Forced Rank Order: 1 to 7, with 1 most important

■ Student ■ Faculty ■ Alum ■ Employer



Crawford et al., Michigan State University, 2011

Memorable Conversations

- Think about a memorable conversation you have had ... what made it so memorable?
- Listening, preparation, concise, good etiquette, enthusiasm, positivity, honesty, thoughtful curiosity, reflection



Creating an Elevator Pitch

- If you can consolidate your message into a few clear sentences then it's safe to say that you probably understand what you want to communicate/achieve



Practice Makes Perfect

- Prepare a concise 2-3 minute response to the following question:

How would you describe yourself, what you do, how are you different/unique from other assistant superintendents, why should a golf course hire you to be their next superintendent?



Other Relevant Questions/Answers

- How did you get into turf?
- What do you like about working in the turf industry?
- How do golf courses benefit the world?
- Do you like managing people?
- What's your management style?
- What's your greatest strength?
- What's the hardest conversation you've ever had? What did you learn from it?
- Who's the toughest person you worked for and why? What did you learn from it?
- Who's the best person you worked for and why? What did you learn from it?





Say it with Style: Personalized Elevator Pitches

Presentations

- Think about a forgettable or unforgettable presentation you attended ... what made it so forgettable or unforgettable?



Successful Presentations


- Target your message for your audience
- Your slides are not your lecture notes
- Use images to enhance your message
- Design your slides for the back of the room
- Use color combinations that are readable
- Do not overcrowd your slides



Presentation Tips

- Show your passion and connect with audience
- Focus on your audience's needs
- Keep it simple: concentrate on core message
- Smile and make eye contact, get off the stage and walk within the group
- Start strong ... beginning is crucial for success
- Ask questions, tell stories
- If possible, make them laugh





Say it with Style: Tips for Assistant Superintendents

Key Take-Aways



Thank You!

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