

A *NEW* CONTEXT FOR BUSINESS GOLF



PGA

SOURCED BY:

**SPORTS &
LEISURE**
RESEARCH GROUP



JON LAST

PRESIDENT, SPORTS & LEISURE
RESEARCH GROUP





LAURA GENTILE

SENIOR VICE PRESIDENT, espnW &
WOMEN'S INITIATIVES, ESPN





DEB O'CONNOR

DIRECTOR OF GLOBAL CORPORATE
REPUTATION & COMMUNITY RELATIONS

WHIRLPOOL CORPORATION





SUZY WHALEY, PGA/LPGA

SECRETARY, PGA OF AMERICA





DANA GARMANY, PGA

FOUNDER & CEO, TROON





BUSINESS GOLF: THE GENDER PUZZLE

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Two Minute Takeaways

We have all heard about golf and what a great business and networking tool it is. In fact, we have found out through our research that 60% of business golfers have closed a deal on the golf course or at the golf club, and women are just as likely as men to have done so.

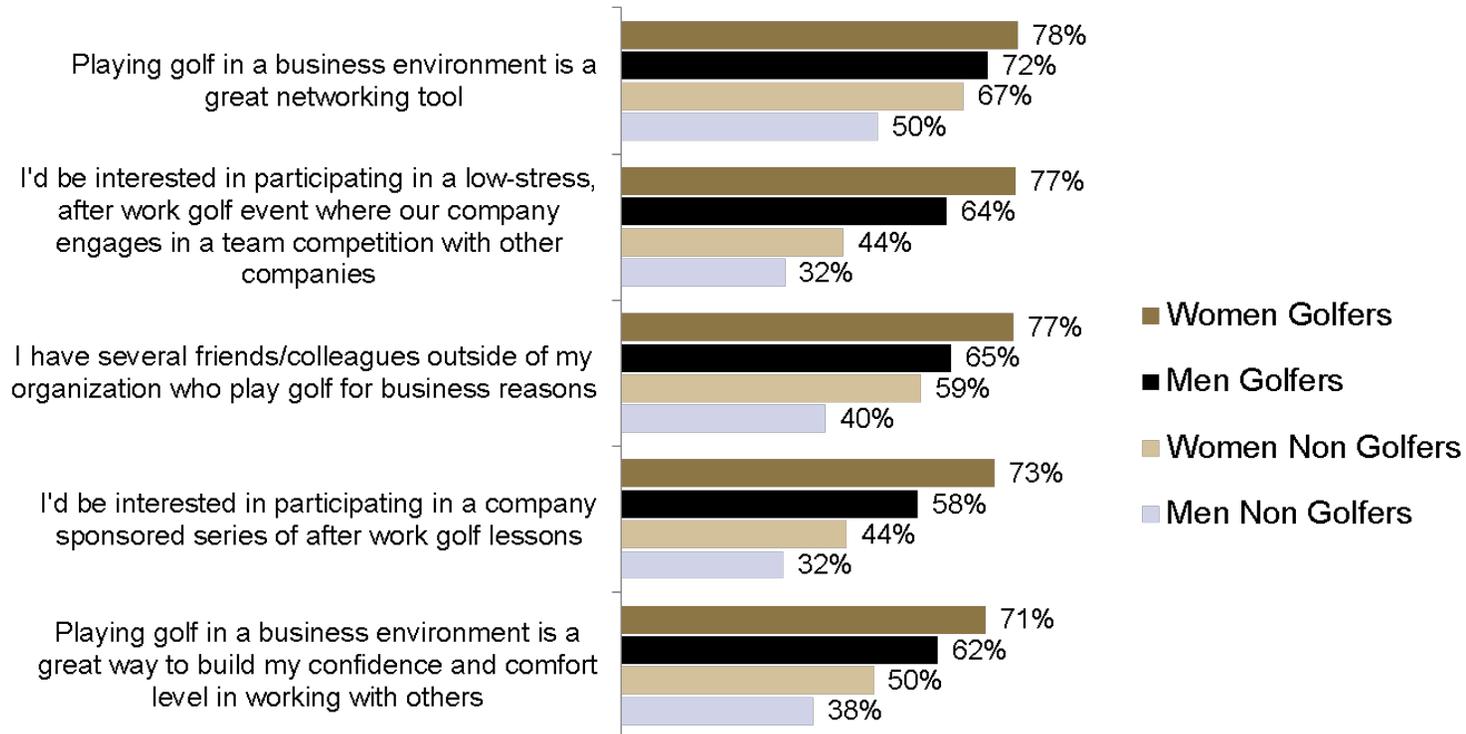
Regardless of gender, the typical executive golfer has closed a median of five deals through golf -- and these are substantial deals. What does this tell us? Corporate America and small business owners need to make sure they are providing opportunities for women in their companies to go out and play this game. Not only will it grow their business, but it will develop new leaders for the business. It's just good business.

Golf's Effectiveness vs. Other Business Building Activities

- Both men and women golfers rank golf as most effective of all networking activities with peers, clients/prospects and suppliers/vendors.
- Company/charity outings are most effective.
- Non-golfing execs are less apt to agree, but still see some merit to golf's role.

Attitudes About Business Golf Among Golfers and Non Golfers

Q Please indicate how much you agree or disagree with each of the following statements

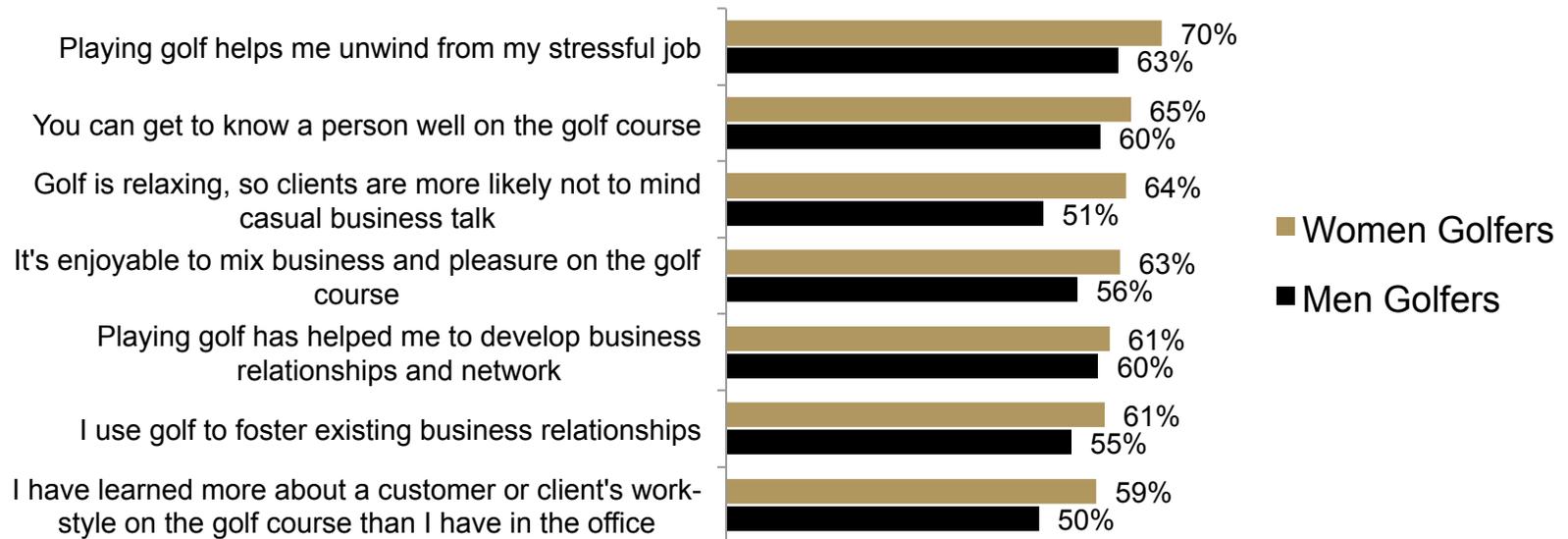


Business Golf is a De-Stressor and Relationship Facilitator

- ☐ Golf is quality time that helps business men and women de-stress from their jobs and helps them get to know their peers and colleagues better and has fostered business relationships.
- ☐ Both genders strongly agree that they learn more about others on the golf course than in the office.



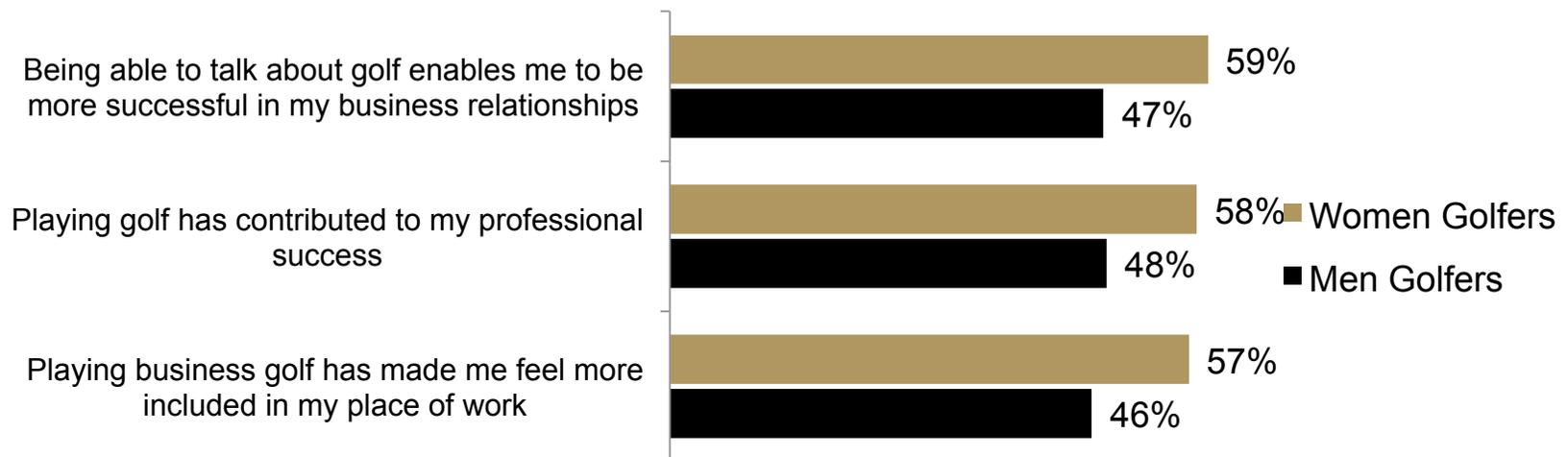
Please indicate how much you agree or disagree with each of the following statements



Women More Apt than Men to Attribute Golf to Business Success

- Golfing business women are significantly more likely than golfing business men to strongly believe that golf has contributed to their business success.

Q Please indicate how much you agree or disagree with each of the following statements

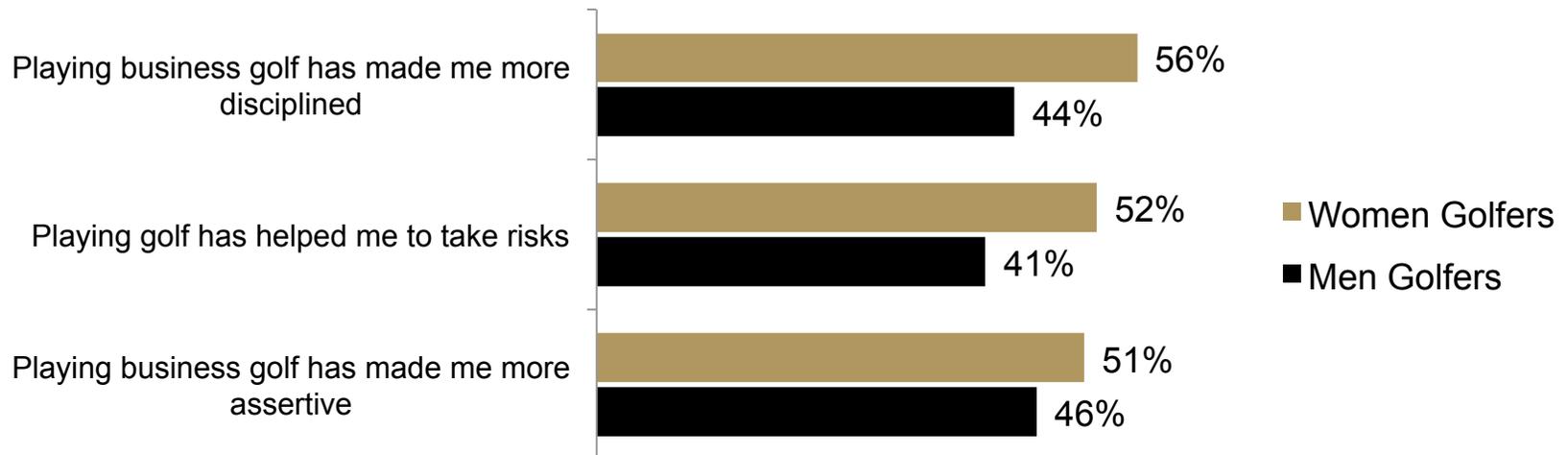


Golf Fosters Positive Business Qualities for Women

- Golfing business women are significantly more likely than golfing business men to credit the game for fostering positive business qualities such as being more assertive, more disciplined and more risk taking.



Please indicate how much you agree or disagree with each of the following statements



Just under 60% of Business Golfers have closed a deal on the golf course or at the golf club and Women are just as likely to have done so as Men

Q *Have you ever closed a business deal on the golf course or at the golf club?*

	Have Closed a Deal on Golf Course	Median # of Deals	Median Deal Size
Women golfers	58%	5.0	\$100k
Men golfers	60%	5.0	\$250k

- More than a quarter of the women who have closed a deal through golf, have closed a deal valued at \$500k+.

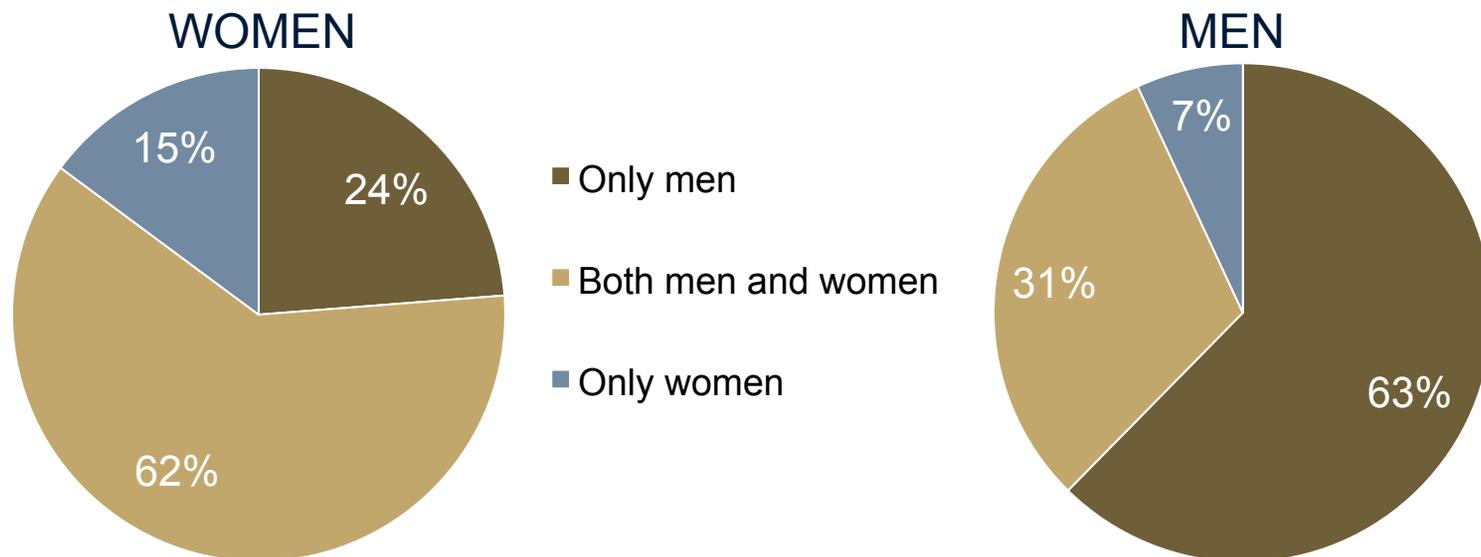
Business Golf – Still a Grass Ceiling?

- Less than half of golfing men execs (45%) enjoy playing business golf with women, whereas 61% of the golfing women execs enjoy playing business golf with men
- More than half of golfing women execs perceive playing business golf with men as different than playing with women
- 41% of golfing women execs feel that they have encountered discrimination on the golf course, whereas just over a third of the men believe they have acted this way
- Golfing women execs are 25% more likely than men to feel that business golf is more stressful than social golf, and nearly half feel that men on the golf course are often trying to teach them what to do
- Golfing women execs are significantly more likely than golfing business execs to feel that the game is not as accessible to women than men in their companies

Incidence of Mixed Gender Business Golf Shows Significant Differences

- Only 30% of the male golfing execs' business rounds were played with mixed gender groups, whereas 62% of women execs' business rounds were mixed gender

Q *Approximately what percentage of the rounds of business golf that you have played in the past year were with:*



Low Incidence of Work Leagues, but Women More Likely to Participate

- Less than 3 in 10 report company supported employee golf leagues

Q *Does your company offer a golf league for employees?*

	Women Golfers	Men Golfers
Yes	29%	25%

Q *Do you participate in a corporate golf league?*

	Women Golfers	Men Golfers
Yes, through work	27%	25%
Yes, through my golf facility	14%	9%
Yes, through an independent organization	6%	3%
No	53%	64%

Designing a Women Friendly Golf Business Environment – a Qualitative Perspective

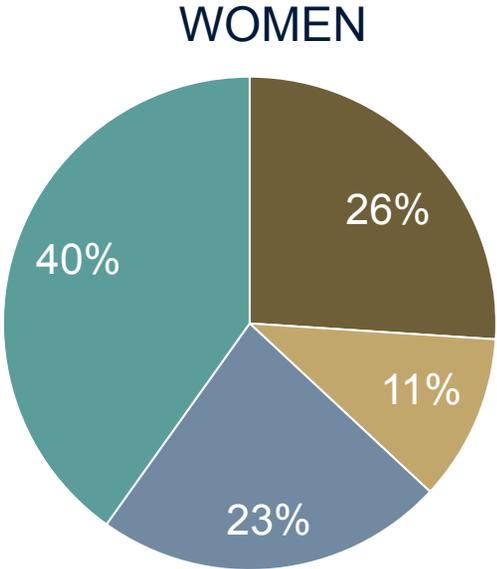
Table Stakes

- Abundant Restrooms
- Gender Appropriate Locker Rooms
- “Inviting” Clubhouse Décor
- Healthier Food Choices and Greater Menu Variety
- Greetings, Signage and Women’s Merchandise in the Golf Shop

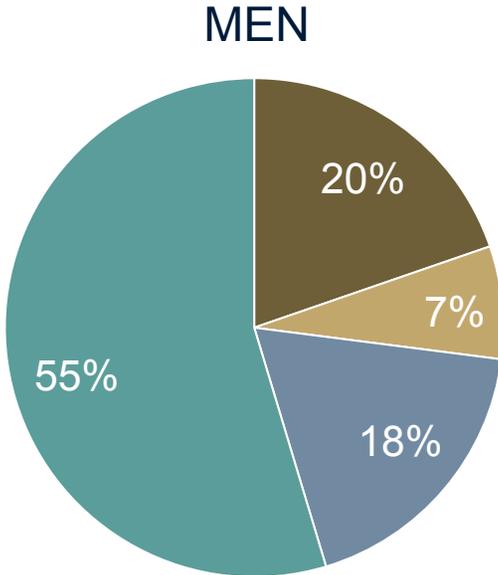
Lessons – Incidence and Inhibitors

Executive Women are significantly more likely than Executive Men to have taken a golf lesson in the past year

Q Have you taken a formal golf lesson in the past year?



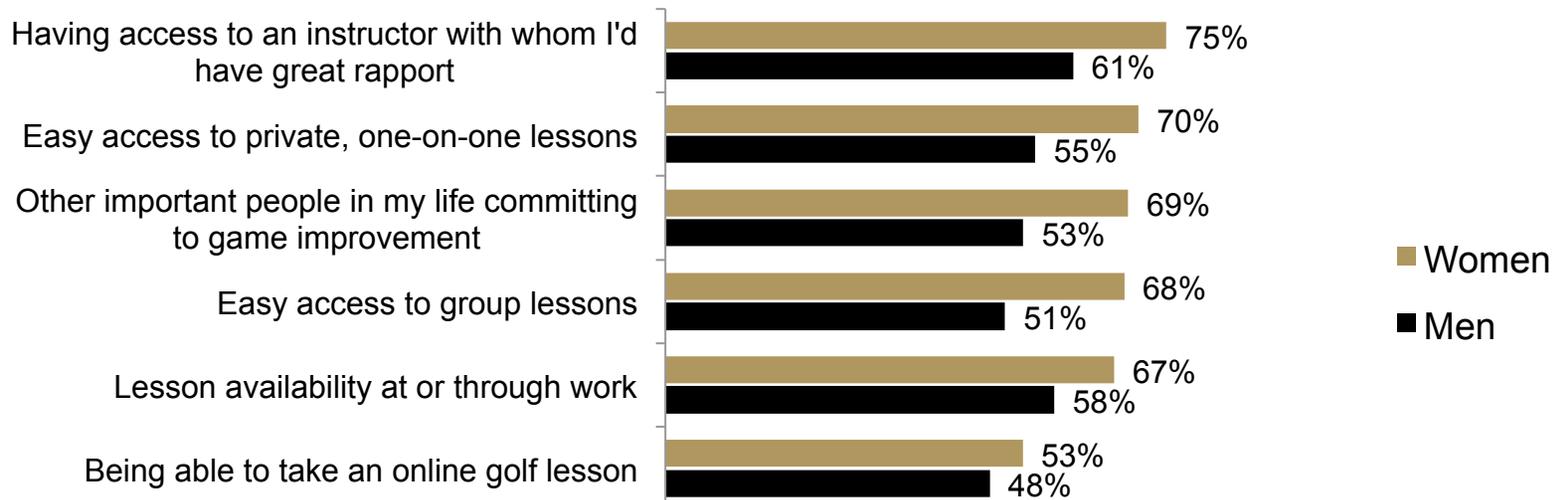
- Yes, private lessons only
- Yes, group lessons only
- Yes, both group and private lessons
- No



Executive Women are a Primary Target for Golf Lessons

- Having a good rapport with the instructor, easy access to private one-on-one lessons or group lessons, and lesson availability through work, would ALL be significantly more critical in driving increased lessons for women vs men.
- Executive women are in general much more receptive to golf lessons.

Q How important, if at all, are each of the following potential components or features of golf instruction?





The PGA Professional's Role, Instruction and Making the Right Introduction to Golf

- Low overall awareness/understanding of the role of the PGA Professional is a double edged sword. Opportunity exists for greater visibility and role of women staff
- For the greatest impact on women playing business golf, instructors need the following traits:
 - Experience dealing with women
 - Ability to treat women as equals
 - Patience, understanding
 - Unintimidating, non-confrontational approach
 - Approachability
 - Ability to network with women executives in a social setting
 - Understands the fine line between respect for the game and not taking themselves too seriously
 - Initiative-taker
 - Understands how business golf differs from social golf
 - A high profile and key role at corporate events
 - Direct interaction with their companies

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