



**GOLF  
INDUSTRY  
GURU**

# ARTICLE ARTICLE

## GETTING KNOWN

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*FOUNDER AND PRESIDENT - "TRIBAL MAGIC!!!"*

# NEEDING “KNOWN”

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You're the new G.M. Unknown.

You know that “Getting Known” in the right way by the right people is an important first step in getting things done.

The Board published your bio, scheduled a few meet-and-greets and left it at that. Well-meaning but you The Newbie know.....it ain't enough!

The club has a responsibility for getting the Newbie known but the Newbie has an even BIGGER responsibility for making Known happen. Getting Known is as much a job as generating a budget, organizing a tourney, planning a wedding or delivering a holiday extravaganza.

A roadmap's needed. Ponder mine.....

# KNOW YOU!

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Before you can start “getting known”, know yourself.

Analyze YOU-----be self-aware, know your “visuals” and your “verbals” and compare the self you see and say with the YOU they want you to be. But.....

You analyzing YOU is tough to do. Explore “who you are” with a personality test like Lumina Spark or Meyers-Briggs. Work with a coach or mentor---who can “break your mirror” and help you see YOU the way others do.



# KNOW THEM!

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Before you can start “getting known”, know THEM

## **KNOW THE CULTURE**

Uncover the values, behaviors and expectations of the new club. Dig into the culture and do The Audit---Governance? The mission? Goods, services, programs? Facilities? Aesthetics? Approved and “Un-approved” behaviors? Finances? Communications? Member types? Staff types? Getting known in the right way requires knowing the culture.

## **KNOW THE MOVERS AND SHAKERS**

Catalog the Alpha Dogs, Queen Bees and Wanna Be’s and detail their needs, wants and expectations.

## **KNOW THE LINES**

Every club has lines you’d better not cross. Know the questions that need asking. First names---or last? Hugs---or no hugs? Cocktails with members---or not? Formal---or informal? Play the course---or watch them play? Handshake---or fist bump?

**Before you Get Known, know THEM.**



# “GETTING KNOWN” TOOLS:

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Getting Known requires knowing The Tools.

The Six Touches: The Six Touches are the foundational tools for getting known. The Eye Touch-----eye contact and focus. The Verbal Touch---conversational fluency. The “Touch” Touch---the handshake, the high five, the bump, the elbow tap. The Ear Touch---artful listening. The Written Touch---“rifle” writing to individuals and “shotgun” writing to groups. The Intermediate Touch---the business card, the gift that’s given, the photo that’s sent, the something that’ll remind them of YOU. The Brain Touch---substantive conversation about substantive subjects.

### **WARM-UP:**

Before you arrive at the club, get energized. Reading? Exercise? Writing? Caffeine with the spouse? Let them experience your BUZZ.

### **CURIOSITY:**

Be endlessly curious about everything and everyone. Asking questions tells members and staff that they, their insights and their input matter. Curiosity will get you known.

### **MEMORY:**

Members and staff will remember those who remember them. Develop tactics for remembering their faces, their names and something about them---and document what you learn for future reference.

### **CONVERSATION:**

Develop your conversational skills. Identify “talk opportunities”, have a “come hither and talk to me” personality, initiate conversations and be focused on who you’re with and what they’re saying.

### **NOWNESS:**

Be “in the moment” and focused on who you’re with and what you’re discussing. Be Where Your Feet Are.

### **FOLLOW-UP:**

Take notes while talking, let THEM see you taking notes and respond to questions, suggestions or commentary-----FAST.

### **INTERESTING:**

Be the sort of person people hunger to know. Hone your I.Q.----your “interesting quotient”. Read more widely. Talk more to interesting people. Travel more. And then REFLECT on your all the reading, traveling and talking---and document those reflections.

### **PRESENCE:**

Be visible, accessible and approachable and signal “let’s talk.”

### **PERSONALIZED MESSAGING:**

Let them know “This Is Me” with your personalized business card, emails, letters and notes. Fountain pen? Photo on business card? Font size? Personalization lets them know the YOU that you want them to know.

**These are the basic “must have” tools the Newbie can use when getting known.**

# GETTING KNOWN TACTICS

Newbies who have The Tools need tactics for using those tools to Get Known. Here are a few of the MANY “know me” tactics Newbies can use.



## Sit and Talk, Walk and Talk---Lots:

These “talk opportunities” are random, unorganized, serendipitous, unscheduled and open to the discussion of everything and anything. Emphasize your Open Door “drop in and talk” policy with an office where you’re visible and accessible. Do the “walk and talk / meet and greet” tour of the ENTIRE club---front of the house and back of the house---frequently, sometimes alone, sometimes with a supervisor or staffer. Do coffee and conversation in the employee dining room. Position yourself in the lobby during busy times. Engage with members in their member areas---in the bar, bridge room, gym, pro shop, pool.. Linger in high visibility locations.



## Scheduled Talk---Lots:

These are planned, in the calendar, “primed-for-in-advance” meeting opportunities. Invite members to lunch. Speak at and / or M.C. club events---annual meeting, town halls, awards ceremonies, grand openings. Schedule a weekly President meeting and a monthly Chairperson meeting. Schedule a special “Meet the G.M.” meeting for each of the committees. Attend ALL the committee meetings---both Standing and Ad Hoc. Schedule “alone time with Pappa” meetings with individual supervisors. Round Table lots with staffers---identify issues, gather the stakeholders and facilitate discussion. Conduct new employee orientations. Facilitate supervisor Upbriefs and Debriefs. Deliver staff education. Create an Internal University. Make lots of little decisions and build your “goodwill bank account.”



## Write---Lots:

These writings can include rifle focused “you-to-someone” personalized notes and emails, shotgun “me-to-the-group” messages, “I Wrote This” newsletter articles, annotated board and committee agendas and weekly Board updates.



## Analyze---Lots:

Research issues-of-consequence, organize your findings and insights, write up White Papers and distribute---and let ‘em know you wrote them. Examine the budget, detail the assumptions and the philosophy driving the numbers---and write the White Paper. Conduct the Operational Audit---and write the White Paper. Analyze the financials---and write the White Paper.



### **Video---Lots:**

Use “loving-hands-at-home” videos so that members and staff can see and hear YOU live and in-person. Use ZOOM for meet and greets, explanatory opportunities and Q and A sessions.



### **Decide---Lots:**

Make lots of little operational and organizational decisions---and engage with lots of people while making those decisions then let the world know about the adjustments you made and the way you made them. Build your “good decisions” bank account.

**If you use The Tools and Do The Tactics, they’ll begin to know YOU.**

## GET KNOWN

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Relationships matter and getting known for the right things in the right way by the right people is Job One for The Newbie.

Know WHY getting known is needed.

Know YOU and know THEM.

Know The Tools you’ll need to use to get known quickly.

Know your customized “getting known” tactics.

Get known.

And enjoy the journey.....

