

# THE *Incredibly* REVEALING CLUB CHECKUP

We recommend you take this club checkup. You will most likely find it very revealing. Most clubs score in the 40% range. After engaging Bobby Jones Links, our client clubs score in the 80% to 90% level – *and that makes a major difference.*

	1	2	3	4	5
1) We have a <i>vision</i> in writing for our club that has been properly shared with everyone.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2) We are happy with our club's financial performance. It is operated efficiently, and our bottom line is optimized.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3) Our 1, 3, and 10 year targets and financial goals are well defined.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4) On any given day we know exactly how our club is performing financially and are aware of all the important issues.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5) Our target market is defined, and all of our sales and marketing efforts are focused on it.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6) Our club's differentiators and unique qualities are clear, and all of our sales efforts communicate them.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7) Our club's core values are known by all, and we hire, review, reward, and terminate around them.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8) We clearly identify, regularly discuss, and solve key issues for the greater good and long term.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9) We continually challenge the status quo, innovate, and seek to make our club relevant.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10) Our club offers outstanding customer service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11) Our club leadership team is open, honest, and demonstrates a high level of trust.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12) Our employees are engaged and feel like they are part of something special.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13) Our club staff is provided with periodic reviews and feedback and the star performers are recognized and praised.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14) We have a system for receiving regular customer and employee feedback and know their level of satisfaction.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15) We continually invest in our employees' training and growth.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16) All of the employees at our club are the right people in the right seat.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17) Our club policies and procedures are documented, simplified, and followed by all.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18) We are pleased with the condition of our golf course and amenities. They are always clean and presentable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
19) Our advertising, marketing, and social media efforts are highly effective, and we track their results.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
20) We receive the best pricing possible for all of our major purchases, particularly golf maintenance and golf car purchases, food and beverage, insurances, supplies, and merchandise.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**TOTAL NUMBER OF EACH RANKING:**    \_\_\_    \_\_\_    \_\_\_    \_\_\_    \_\_\_

**MULTIPLY EACH BY:**    x1    x2    x3    x4    x5

**TOTALS:**    \_\_\_ + \_\_\_ + \_\_\_ + \_\_\_ + \_\_\_

**ADD ALL FIVE NUMBERS TO DETERMINE PERCENTAGE SCORE THAT REFLECTS THE CURRENT STATE OF YOUR CLUB%**    = \_\_\_\_\_

