

# Business Principles: What We Can Learn from Playing Golf



20<sup>th</sup> June 2019 / Insights

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The golf industry generates more than 80-billion USD and in the US alone there are more golf clubs than McDonald's. A successful golfer can earn as much as 50-million USD per year. Even someone who finishes in 70th place in the PGA Tour still receives 0.2% of the purse (total prize money).

This sport is a luxury sport with demand created by viewers who want to see the best of the best. The rules are simple to follow making golf attractive to a wide variety of viewers.

What we can learn from golf? Here are four main observations:

1. **Transparency of data and access to performance measurements** is key, especially if we relate this to complex organisations.
2. **Professionalism of everyone involved is a long-term way** to do business and achieve social returns. There is no short-cut to being successful.
3. **Quality partners and investors are attracted to a realistic set of deliverables.** Short-term and undefined decisions provide volatility and create an unstable business environment.
4. **Controlled emotions are a must.** They drive decision boundaries.

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