



PGA

Northern Texas Section



ASSISTANTS NEWSLETTER

October 2020

Mindset Management

Leadership, player development, financial acumen, playing ability, tournament operations, merchandising, and revenue boosting programs are just a few of the topics you and I have heard we need to master to climb our industry's ladder. What if I told you there is one topic, equally important to the others, that should be on this list that you will never type on your resume or include in your portfolio?

Mindset management, mental health, and personal well-being can be the difference between you having the longevity to make it in the golf industry or not. These topics are vitally important to our business, and far too often over-looked. The ability to pick out the positives in every challenge or situation not only brightens our day, it will also alleviate stress and frustration. With positive mindsets we are able to provide a more welcoming atmosphere, which has been proven to bring customers back! You and I are challenged as golf professionals to find innovative ways to grow the game. We may all find that bringing golfers back to a positive environment is not that difficult at all.



Bestselling author Ryan Holiday wrote, "It takes skill and discipline to bat away the pests of bad perceptions, to separate reliable signals from deceptive ones, to filter out prejudice, expectation, and fear. But it's worth it, for what's left is truth." Do not expect everything in the world to be rainbows and butterflies tomorrow after reading these thoughts. Take the time to master this craft just as you have taken the time to update and revise your resume and portfolio. A great way to start is to pick one frustrating interaction a day. Replay the situation in your head and do your best to pull out a positive learning lesson. After a few weeks of practicing and developing these skills, I hope you start to notice a more controlled and managed mindset.

Jacob Longoria, PGA
Assistant Golf Professional
Northwood Club
