



# Enhancing Operational Excellence in Country Club Management

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## Introduction

In the highly competitive world of country club management, operational excellence is paramount for success. Club Board Members face the daunting task of leading strategic planning and maintaining their club's status amidst ever-evolving member expectations and industry trends. Achieving this level of excellence requires a delicate balance of superior service, top-tier amenities, and a relentless focus on member satisfaction.

Troon is a leading name in golf course management that has built its reputation on an unwavering commitment to creating extraordinary guest and member experiences.

Troon's strategies and services can enhance operational excellence in country club management. By understanding the unique challenges faced by Club Board Members and providing tailored solutions, Troon empowers these leaders to execute their club's mission and achieve long-term success.





**Troon's Operational Strategies for Excellence:** Discover how Troon's multifaceted approach, including superior service, top-quality amenities, and comprehensive associate training, drives operational excellence and member satisfaction. Learn how proprietary operating standards and subject-matter expertise contribute to significant improvements in club performance.

**Supporting Club Board Members in Strategic Planning:** Explore Troon's collaborative governance model and strategic planning tools, such as the Annual Plan, which ensures alignment between the club's vision and operations. Understand how expert guidance and data-driven strategies lead to successful outcomes.

**Enhancing Member Engagement and Club Reputation:** Uncover Troon's balanced scorecard approach that enhances member retention, satisfaction, and overall club reputation. Gain insights into the Membership Master Plan Playbook and how customized solutions can drive member engagement and loyalty.

**Comprehensive Services for Operational Excellence:** Learn about Troon's suite of management services, from agronomy to finance, and how these services contribute to operational efficiency, cost savings, and exceptional member experiences.

Whether you aim to improve member satisfaction, boost revenue, or elevate your club's reputation, the strategies outlined will guide you toward achieving operational excellence and long-term success



# Troon's Operational Strategies for Excellence

At the heart of Troon's club management approach lies a steadfast commitment to creating extraordinary guest and member experiences. This is achieved through a multifaceted strategy that focuses on delivering superior service, maintaining top-quality amenities, and ensuring immaculate playing surfaces. By prioritizing these key areas, Troon sets the stage for operational excellence and member satisfaction.

One of the cornerstones of Troon's success is its dedication to hiring and training quality associates. Recognizing that a club's staff is the face of the organization and the primary point of contact for members and guests, Troon invests heavily in recruiting top talent and providing ongoing training and development opportunities. This ensures that every associate is equipped with the skills and knowledge necessary to deliver exceptional service consistently.

To maintain the highest standards across all managed properties, Troon has developed a set of proprietary Troon Operating Standards. These comprehensive guidelines cover every aspect of club operations, from golf course maintenance to food and beverage service. By adhering to these standards, Troon ensures that all clubs under its management benefit from proven best practices and a consistent level of quality.

In addition to on-site associates and standardized procedures, Troon's managed clubs also benefit from access to an unparalleled depth of expertise through the company's experienced team of corporate resources. These subject-matter experts work closely with on-site leadership to provide guidance and support in areas such as agronomy, food and beverage, membership sales and marketing, human resources, and finance. By leveraging this collective knowledge and experience, Troon enables clubs to navigate complex challenges and optimize their operations for success.

Creating extraordinary guest and member experiences is at the heart of Troon's club management.





## Supporting Club Board Members in Strategic Planning

Troon's support for Club Board Members extends beyond day-to-day operations, with a strong focus on strategic planning and long-term success. Central to this approach is Troon's governance model, which emphasizes collaboration between the company's corporate team, on-site leadership, and the club's Board of Directors. By working together, these stakeholders can establish a clear vision for the club's future and develop a roadmap for achieving those goals.

One of the key tools in this process is the Annual Business Plan, which outlines the club's strategic objectives and the tactics necessary to achieve them. Troon works closely with the on-site leadership team to develop this plan, drawing on their deep industry expertise and understanding of best practices. The Annual Business Plan serves as a guiding document for the club's operations, ensuring that all departments are working towards common goals and that resources are allocated effectively.

While Troon brings a wealth of knowledge and experience to the table, the company recognizes that ultimate control of the club rests with the Board and Members. Troon's governance model is designed to strike a balance between providing expert guidance and respecting the authority of the club's leadership. The company's role is to present well-researched and thoughtfully considered recommendations, supporting these proposals with data and industry insights. However, final decisions remain in the hands of the Board and Members, ensuring that the club's direction aligns with the best interests of its stakeholders.

Troon's support  
for Club Board  
Members  
focuses on  
strategic  
planning and  
long-term  
success.


# Enhancing Member Engagement and Club Reputation

In the private club industry, member engagement and club reputation are two sides of the same coin. Engaged members are more likely to remain loyal to the club, participate in events and activities, and share their positive experiences with others. This, in turn, enhances the club's reputation and attracts new members. Troon understands this dynamic and has developed a comprehensive approach to fostering member engagement and building strong club brands.

At the core of Troon's strategy is the balanced scorecard approach, which consists of four pillars: Member Satisfaction, Associate Satisfaction, Owner Satisfaction, and Financial Performance. By giving equal weight to each of these areas, Troon ensures that clubs are not only financially successful but also deliver exceptional experiences for members, foster a positive work environment for associates, and meet the expectations of the Board.

To support clubs in attracting and retaining members, Troon has developed the proprietary Membership Master Plan Playbook. This comprehensive guide provides proven strategies and tactics for membership sales and marketing tailored to the unique needs and goals of each club. By implementing these strategies, clubs can effectively communicate their value proposition, reach their target audience, and convert prospects into loyal members.

One of the key elements of Troon's approach to enhancing member engagement and club reputation is collaboration. The company works closely with the Board, committees, and on-site leadership to understand the club's unique culture, vision, and strategic objectives. This partnership allows Troon to develop customized solutions that align with the club's goals and resonate with its membership. For example, Troon collaborated with the leadership team at a prestigious club in Florida to implement a series of member experience initiatives, including a revamped dining program, enhanced fitness offerings, and a robust calendar of social events.



Collaboration with Boards and on-site leadership ensures customized solutions for clubs.

TROON®



## Comprehensive Services for Operational Excellence

Achieving operational excellence in country club management requires a multifaceted approach that addresses all aspects of the club's operations. Troon recognizes this need and offers a comprehensive suite of management services designed to optimize performance in key areas such as agronomy, food & beverage, membership sales & marketing, human resources, procurement, finance & accounting, and legal. By providing expert guidance and support in each of these areas, Troon empowers Club Board Members to drive operational excellence and deliver exceptional member experiences.

One of the most critical aspects of country club operations is agronomy, as the quality of the golf course and other outdoor amenities directly impacts member satisfaction and the club's reputation. Troon's agronomy team employs a proprietary scientific approach that prioritizes sustainability and aesthetics. By utilizing organic, nature-friendly compounds and implementing best practices in turf management, Troon ensures that clubs maintain pristine playing surfaces while minimizing environmental impact.





In addition to agronomy, Troon leverages advanced IT solutions and visual management tools to drive operational efficiency across all departments. By implementing state-of-the-art club management software, Troon provides club leaders with real-time data and analytics, enabling them to make informed decisions and identify areas for improvement. Visual management tools, such as performance boards and standard operating procedures, ensure that all team members are aligned and working towards common goals.

Troon's commitment to operational excellence and delivering exceptional member experiences has earned the company numerous accolades, including being named "Management Company of the Year" by BoardRoom Magazine for seven consecutive years. This recognition is a testament to Troon's unwavering dedication to providing the highest level of service and expertise to our clients. By partnering with Troon, Club Board Members can tap into this wealth of knowledge and experience, ensuring that their clubs are well-positioned for success in an increasingly competitive industry.

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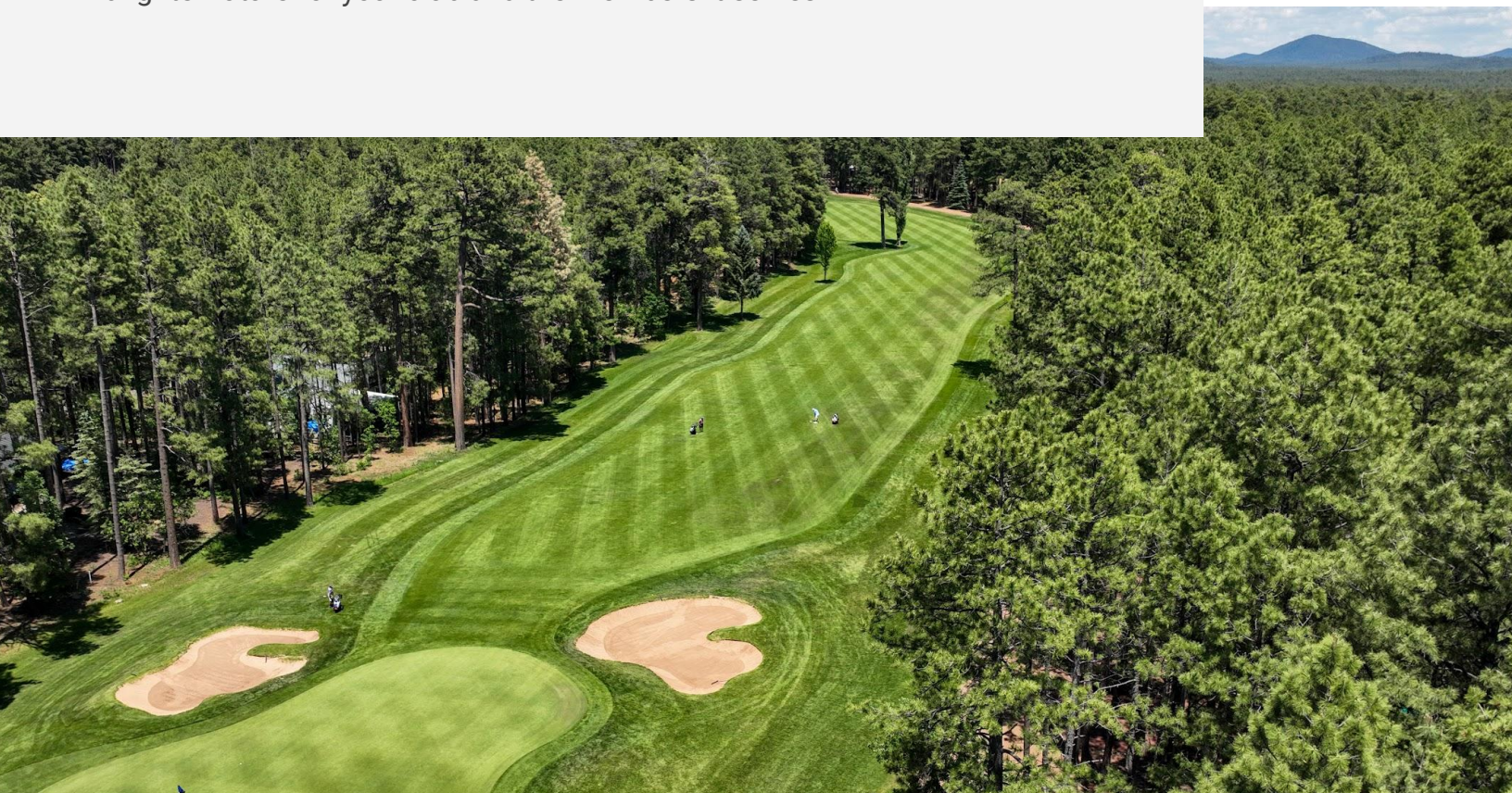


## Next Step

By focusing on operational excellence, strategic planning, member engagement, and a holistic approach to management, Troon empowers Club Board Members to lead their organizations to success in an increasingly competitive landscape.

As a Club Board Member, your role in guiding your organization toward operational excellence is critical. By collaborating with Troon, you can tap into a wealth of expertise, resources, and best practices designed to help you achieve your club's goals and maintain its status as a premier destination for members and guests alike.

We invite you to take the next step in your journey toward operational excellence by contacting our team of experienced professionals who are ready to work with you to develop a customized strategy that addresses your club's unique needs and aspirations. Together, we can create a brighter future for your club and the members it serves.



We look forward to talking with you and learning more about how we can help your club.

