

# Career Planning

## Getting Started Workbook

As you look to start a career in either the golf or other industries, this career workbook will assist you in that journey into employment.

A career path will mean different things to different people, but the foundation of success is driven by one key factor, you. Therefore, it is vital that you have self-awareness of both strengths and weaknesses and also understand the key factors that drive you.

Once you have outlined these you are then in a strong position to make key career decisions



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Colt Mackenzie McNair is an executive search recruitment specialist working in the golf markets of Europe, the Middle East, Africa and Asia Pacific.

CMM works with candidates across the various sectors within the golf industry supporting their journey into positions befitting their talent and aspirations.

CMM operates on the basis of confidentiality and discretion as it understand the sensitivity of the information candidates share with the company.

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# 1. Your Strengths

Knowing your strengths allows you to take stock of what you can offer an employer. When your natural strengths are fully utilised at work, it increases the likelihood of you feeling satisfied and engaged whilst performing at the top level for your employer.

To understand your strengths, you need to take an honest look at your abilities. Once understood and aligned with your interests, you'll be in a much better position to identify your strengths and make good career choices.

| My abilities         | General description of abilities  | Like doing | Don't like doing |
|----------------------|---|------------|------------------|
| Research             | Research, observe, investigate, study, perceive, sense, measure, test, inspect, examine |            |                  |
| Analysis             | Analyse, compare, extract, correlate, derive, evaluate, differentiate, identify         |            |                  |
| Interpretation       | Interpret, explain, understand, portray, advise, deduce, read-between-the-lines         |            |                  |
| Problem Solving      | Solve, trouble-shoot, improve, critique, re-direct, redesign, restructure               |            |                  |
| Structuring          | Systematise, coordinate, organise, develop procedures, bring together                   |            |                  |
| Planning             | Plan long-term, plan short-term, forecast, strategise, set goals                        |            |                  |
| Management           | Manage, supervise, control, direct, budget, administer, delegate, cope, administer      |            |                  |
| Leadership           | Lead, show the way, govern, inspire, motivate, assert, decide, advise                   |            |                  |
| Initiative           | Take the initiative, be among the first to do or try                                    |            |                  |
| Flexibility          | Be flexible, adapt easily to change, be "politically" aware                             |            |                  |
| Innovation           | Innovate, invent, change, develop, devise, break with convention                        |            |                  |
| Team Player          | Work well with a team, be a team player when necessary                                  |            |                  |
| Vision               | Ask "what if?" or "why not?" then act to find the answer; "see" the future              |            |                  |
| Synthesis            | Synthesise, adapt, bring together with imagination, fuse, produce                       |            |                  |
| Listening            | Listen actively, understand the message others are delivering                           |            |                  |
| Written Presentation | Write clearly, concisely and effectively; eye for grammatical errors; editorial ability |            |                  |
| Verbal Presentation  | Speak clearly, concisely and effectively; use the spoken word to get results            |            |                  |
| Persuasion           | Persuade, convince, influence, overcome opposition, sell, win over                      |            |                  |
| Negotiation          | Mediate, intervene, resolve differences, arbitrate                                      |            |                  |
| Imagination          | Imagine, visualise, conceptualise, fantasise, picture                                   |            |                  |

**Jot down seven or eight abilities that you most like to use:**

1. ....
2. ....
3. ....
4. ....
5. ....
6. ....
7. ....
8. ....

**Jot down seven or eight abilities that you feel are your weakest:**

1. ....
2. ....
3. ....
4. ....
5. ....
6. ....
7. ....
8. ....

## 2. Your Values and Motivations

The clearer your ideas about what you want from your career, the easier it will be to evaluate opportunities as they come along. Your initial ideas might be unfocussed or unrealistic, but there are ways to clarify them and work out the steps required to move towards a career goal.

The following exercise will get you thinking about what motivates you in a job. Under each section there are a series of statements for you to allocate a level of importance. There might be other issues that are important to you that are not mentioned, or you might want to expand on some of the ones listed. Write them in the final section.

**Decide how important the following statements are for you?**

|                  |  | Must have | Would be nice | Not important |
|------------------|--|-----------|---------------|---------------|
| <b>Reward</b>    | A highly paid job  |           |               |               |
|                  | Recognition for my work                                    |           |               |               |
|                  | Achieving a respected position                             |           |               |               |
|                  | Satisfaction that my work has some value to society        |           |               |               |
| <b>Influence</b> | Responsibility for major decisions                         |           |               |               |
|                  | Position of authority over others                          |           |               |               |
|                  | Career progression within an organisation                  |           |               |               |
|                  | Pursue an independent career path                          |           |               |               |
| <b>Challenge</b> | Considered an expert in the field                          |           |               |               |
|                  | Have my abilities stretched constantly                     |           |               |               |
|                  | Use my specialist skills                                   |           |               |               |
|                  | Regularly required to use problem solving skills           |           |               |               |
| <b>Lifestyle</b> | Balance between working hours and personal time            |           |               |               |
|                  | Plenty of work related travel                              |           |               |               |
|                  | Flexible working hours                                     |           |               |               |
|                  | Demanding work environment to help me achieve              |           |               |               |
| <b>Values</b>    | Feel that my work makes a difference in the world          |           |               |               |
|                  | Show dedication to that particular field                   |           |               |               |
|                  | Benefit individuals and the wider community                |           |               |               |
|                  | Contribution to the profitability of my organisation       |           |               |               |
| <b>Security</b>  | A structured career path                                   |           |               |               |
|                  | Long term security in a stable organisation                |           |               |               |
|                  | Build my own business or other organisation e.g. a charity |           |               |               |
|                  | Variety of jobs and projects with different employers      |           |               |               |
| <b>People</b>    | Work with a team of like-minded individuals                |           |               |               |
|                  | Develop a good relationship with colleagues                |           |               |               |
|                  | Work autonomously without reference to others              |           |               |               |
|                  | Satisfaction of contributing to a successful team project  |           |               |               |

### My 'must have' list

Prioritise the items you have put in your 'must have' category: Choose the top 3 or 4.

1. ....
2. ....
3. ....
4. ....

These are the issues to consider when researching opportunities.

## 3. Your Interests

There is a greater likelihood of achieving job satisfaction if you're doing things that you actually enjoy doing, so give some thought to your work-related experiences over the past year. List the three or four activities that you enjoyed most during that time and the reason(s) why:

| Activities I've enjoyed most over the past year | The reason I enjoyed this activity |
|---|------------------------------------|
|   |                                    |
|   |                                    |
|   |                                    |
|   |                                    |

## 4. Learning From Failure

As well as identifying strengths and abilities, it is also important to review failures as this will help you avoid the wrong types of job roles. Note down below the key experiences in which you didn't succeed and write down a reason that contributed to that failure.

| Job/activity which you didn't enjoy | Why not? |
|-------------------------------------|----------|
|                                     |          |
|                                     |          |
|                                     |          |
|                                     |          |

## 5. Golf Industry Sectors

Within the golf industry there are a number of sectors that might interest you. Identify the sectors below that you would like to know more about:

- |   |  |
|---|--|
| <input type="checkbox"/> Catering / Hospitality | <input type="checkbox"/> Sales                       |
| <input type="checkbox"/> Club Management        | <input type="checkbox"/> Manufacturing               |
| <input type="checkbox"/> Events                 | <input type="checkbox"/> Trade Bodies / Associations |
| <input type="checkbox"/> Golf Coaching          | <input type="checkbox"/> Marketing / PR              |
| <input type="checkbox"/> Golf Operations        | <input type="checkbox"/> Professional Services       |
| <input type="checkbox"/> Golf Administration    | <input type="checkbox"/> Apparel                     |
| <input type="checkbox"/> Golf Development       | <input type="checkbox"/> Travel                      |
| <input type="checkbox"/> Agronomy               |  |



## 6. Personal Situation

In addition to your professional ambitions, it is also good to look at your career path from a personal point of view. Some of these questions were touched upon in section 2, but as golf is a global industry, there are many different countries you could end up working in. If you would like to work abroad, note down the places that are of most interest to you and research what requirements are needed to work in the country.

| Country | VISA restrictions, Language needed?<br>Cultural differences to be aware of? |
|---------|---|
|         |   |
|         |   |
|         |   |
|         |   |

If you need further information on country specific information, please contact CMM for more information.

## 7. Career Advice Tips

When moving from professional sport into employment, there are a number of good practices you can undertake to improve your chances of employment.

- **Network** – build your network both online and offline. Don't be shy and make introductions with key people linked to your career aspirations. Look through your networks and identify key people that may be able to help your career path.
- **Find a mentor** – A mentor can act as sounding board for your career decisions. Learn from their experiences and let them challenge you. They will also be able to make introductions to influential people.
- **Job Shadowing** – Whether you're fixed on an industry sector or wish to explore a few options, offer your assistance and job shadow. This gives you an opportunity to network and make relationships at a very high level.
- **Education Programmes** – For some roles, you may need to invest in your education. For roles such as a golf coach, this may be a PGA coaching qualification, but for others it may be an online course such as social media marketing.
- **Using your initiative** – In our experience, the candidates that stand out are the ones that go above and beyond. This can be hand delivering a CV or mystery shopping the service before an interview. Think of ways to stand out and be memorable.

## 8. Next Steps

At CMM, we are here to assist you in discovering opportunities that match with your talent and ambitions, and by registering you will have started that process. This workbook will allow us to provide insight, working with you to hopefully assist you find employment into the golf industry.

Please feel free to contact us on the details below for an introductory conversation and follow us on our LinkedIn and Twitter accounts for the latest industry positions.



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