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THE BUSINESS NEWSLETTER FROM AUSWILD & CO
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LEADERSHIP LESSONS FROM THE GAME OF GOLF

Golf is a tough game. Just ask South Korean golfer Jenny Shin. Jenny Shin led the 2018 HSBC Women's World Championship in Singapore recently until the last hole on the last day. Nerves got the better of her, she bogeyed the 18th and lost the tournament to former child prodigy, USA's Michelle Wie. Wie, who hasn't won since the 2014 US Women's Open, was one shot behind Shin. She sunk a 45-foot monster putt to snatch victory from Shin.

Yes, the game of golf is tough – it is humbling; it is frustrating; and, for the weekend golfer, it has been said that playing golf ruins a good walk. Yet today's business managers and leaders can learn a lot from the game of golf and how the professionals play it.

Professional golfers need to hit their best shots in order to win tournaments. They know the importance of focusing on "WIN" – What's Important Now. Golfers focus on each shot. They focus their energy on what they can do, one shot at a time. They do not focus on what they cannot do or what other golfers can or cannot do. They concentrate on how they can best improve their opportunity to get that little white ball in the hole in the fewest number of strokes.

Managers and leaders in business can learn from watching professional golfers focus on the here and now on the shot immediately facing them. They can also learn from the professional golfer's focus on the future. Professional golfers do not dwell on yesterday's round but learn from it. They focus on today's round in order to shoot the lowest score possible. They think about tomorrow's round in terms of strategy and scoring objectives. And professional golfers focus on the day after tomorrow – that is, on the opportunity to play in the final two days of a tournament, in the opportunity to play in tournaments of choice, and on maintaining their eligibility to play on the PGA tour.

So, what are the leadership lessons we can learn from the game of golf?

- *Don't take your eye off the ball.*
Whenever you think a process is working just right, avoid the temptation to focus all your attention on other issues.
- *Sometimes you need to break a process, even if it ain't broke!*
Yes, his game is "on the nose" right now, but back in 1997, Tiger Woods won the Masters Championship by a massive 12 strokes with a record score of 270. It is well known that after celebrating his win for a week or so, he looked at videos of his play and determined what flaws there were in his swing. He took the next year to overhaul his swing and in 2000, he played what he calls the "best golf of his life". In his book, *How I Play Golf*, Tiger writes, "I don't know if anyone can achieve a state of perfection (with the golf swing). I know I haven't but you can bet I'll keep trying". Just as the golf swing is always a work in progress, so too should leaders view leadership practices in place as always needing to be fine-tuned.

- *Don't blame the workers when things go wrong.*
Instead, spend your time examining the system. Don't ask, "Why can't my people build a good product?" Ask, "What is it about the system or process that produces defective products?"
- *Who has the greatest effect on the performance of a ship at sea?*
The captain, the navigator or the chief engineer?
Well, it is none of the above. It is the ship's designer who affects the ship's performance more than anyone else.

Leaders are designers. Think of them as golf club designers. They need to concentrate on providing the best tools, systems and processes for achieving objectives – whether on the golf course or in the organisational environment. Their focus should be on continuing success and making change before change is made necessary by someone else who has had their eye on the future.

TIPS TO HELP FOCUS	IMPROVING YOUR GAME
<ul style="list-style-type: none"> • <i>Control your time</i> • <i>Avoid distractions that take you away from your priorities</i> • <i>Control your emotions</i> • <i>Question every meeting invitation</i> • <i>Don't overreact when things go badly</i> • <i>Maintain your self-confidence</i> • <i>Give yourself time to think</i> • <i>Close the door</i> • <i>Buy another wastebasket</i> 	<ul style="list-style-type: none"> • <i>Life will be much simpler and far less stressful if you focus on and work within your "sphere of influence"</i> • <i>Direct your energies to achieving short-term goals and objectives but never lose sight of the ultimate purpose (or vision) you are pursuing</i> • <i>Maintain a consistency of purpose.</i> • <i>Help others succeed</i>

*This month's article was excerpted from **Golf and the Game of Leadership: An 18 Hole Guide for Success in Business and Life** by Donald E McHugh*

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CONGRATULATIONS to **Michel Oakley** and **Kristine Thompson** from **Booth's Motor Group Gosford** for winning the 2017 Hyundai Regional Accountant of the Year and Stock Controller of the Year Awards respectively.....Special **BIRTHDAY GREETINGS** go to **Chris Odman, Anthony Turner, Clint Davis, Shirley Muir & Robyne Soper** all of whom celebrate milestone birthdays this month.....This month we **WELCOME** to the **Auswild team, Leon Cao**. Leon will be assisting James Dick.....Our heartfelt **CONDOLENCES** to the **Taylor Family (Doreen, Peter, Liz, Louise & Annie)** on the loss of **Aunty Lyn**.