

POST SURVEY KEYS TO SUCCESS

✓ **Act Quickly**

(don't sit on the results for six months!) When surveys are conducted members look forward to seeing the results and the possibility of change within the club. The members will be open to assist in implementing plans based on the needs they themselves have identified. Strike while the iron is hot!

✓ **Select target areas**

Try to narrow down the data supplied into key target areas. Clarify your positive and negatives and break them down into, Strong, Okay or needs improvement. This will help you focus on the key areas for improvement.

✓ **Develop and implement action plans**

To ensure your plan for a targeted area has the best chance of being achieved outline a simple action plan for each. These do not need to be complicated but should include:

1. Brief description of the targeted area
2. The objective
3. How will we it be measured?
4. The actions to be taken
5. The required resources
6. Due Dates for each action
7. Who is responsible for each action?

✓ **Communicate with the members and staff**

Sharing your findings both positive and negative along with an action plan sends the message to members and staff that the club management considers them to be important stakeholders in the success of the golf club. It should form part of your communications plan.

✓ **Make it a yearly survey**

This will help you track data and monitor your progress as a club.

FINALLY!

✓ **Speak with your designated local Club Support Officer**

they are here to help your club!