

## Communication: It Works!

By Dave Doherty

No matter where we are in our lives, age, work place, friends, family and anyplace else that one can think of, we need to communicate.

Without communication we're unable to make the best decisions that our lives require. I once read that we each make over a thousand decisions a day. I can't imagine making those decisions without some outside influences.

October 2010, I'm in Calgary, Alberta, Canada as part of a panel discussing, with club members, a complete multi-million dollar renovation of a golf course, and answering their questions as to why or why not this proposed action's necessary.

On the podium, along with me: the club president directing the meeting, the club's COO and general manager, the president of the architectural firm that the club had chosen (if the members approved the resolution to go forward with the rebuild), as well as the U.S.G.A. Green Section representative.

Conservatively estimated 300 members attended. Everyone on the panel has been involved with this project for well over a year. My firm and I personally have been involved with this club for over six years, and we had a wealth of information to share regarding the physical properties of their greens, tees, fairways and bunkers, and what they needed to achieve their goals for the club.

The meeting, scheduled for about an hour and a half, lasted over four hours. Member after member asked questions; questions written down.

This club's management had been having town hall meetings and break out meetings with members on average of twice a month for over a year.

*Now that's what I call* **COMMUNICATION**.

One question in particular stands out in my mind. *"How do we know that after spending this much money we will have what we want?"*

Each member of the panel commented, based on their expertise, and with answers based on each individual's knowledge obtained from over a year of **communicating** with each other, and with knowledge gleamed from the club's twice a month meetings with members.

The **communication** resulted in a team of outside experts being able to answer that particular question, and all of the questions asked that evening, based on science and individual experience.

Through **communication** this project has been approved by the members and is due to commence this year.

The successful courses that my firm and I work with throughout North America and around the world normally have one thing in common, and that's **communication**.

All of us need to use all of the resources that we have available to us and seek knowledge and understanding based on common sense and science where and whenever we can find it.

Communication leads to knowledge, which leads to informed decision making. Anyone who thinks that they can sail the ship by themselves is in for a rude awakening!

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