



**CyberGolf NEWS - Hintergründe rund um den Golfsport!**

## **Business and Golf Strategy: Plan Ahead!**

**October, 2005**

There are many similarities between the “games” of business and golf. Indeed, golf is seen by many managers as a perfect metaphor for business!

For example, both business and golf share many comparable needs: adhere to the rules but also take risks; display professional etiquette and dress codes; develop effective leadership skills; exhibit integrity and honesty; and establish personal trust to develop long-term relationships.

There is one more comparison especially essential at this time of year, namely the importance to plan ahead. In golf this means not to simply play one shot at a time but to anticipate your following shots.

It is a tried and true strategy that will definitely lower your handicap. To lower your “business handicap” planning ahead is also essential to “beat the competition” and “stay ahead in the game”. Therefore, as 2005 comes to a close, it is vital now to look ahead to 2006 and find new strategies.

The new MGT Open website is already online with innovative “Relationship Management” workshops for 2006. So take a look now at [www.mgtopen.com](http://www.mgtopen.com), get out your 2006 calendar, and mark these dates to be “on course” for company or career success in 2006:

1. **Business English & Golf Trip to Marrakech Morocco, 3-10.01.06:** A CRM opportunity to thank a client or colleague and start off 2006 on the right foot:

<http://www.mgtopen.com/pdf/business-english/marokko-application-2006.pdf>

2. **MGT “Open Open” House 19.03.06:** Get an “early-birdie” view of MGT Open workshops at this annual spring welcome party at Aschaffenburg Golf Club. Everyone is invited, golfers and non-golfers:

<http://www.mgtopen.com/pdf/business-golf/biz-golf-application.pdf>

3. **“Warm Willkommen” WM2006:** Are your employees ready for the world? Business English workshops to help your company profit from the World Cup:

<http://www.mgtopen.com/pdf/business-english/warm-willkommen-wm2006-workshops.pdf>

4. **MGT “Open” Tournaments:** Five great networking events, for beginner and experienced golfers, coinciding with the 2006 Golf Majors, at Aschaffenburg Golf Club for all managers:

- The Masters: *April 9-10*
- The U.S. Open: *June 18-19*
- The British Open: *July 23-24*
- The PGA: *Aug. 20-21*
- The 36th Ryder Cup: *Sept. 24-25*

<http://www.mgtopen.com/pdf/business-golf/biz-golf-application.pdf>

5. **EuroTour2006:** Team MGT Open will be “on tour” across Europe in 2006. If you own a Hotel or Golf Club in Europe and want to target new exclusive clients this event is unique opportunity for you!

<http://www.mgtopen.com/pdf/business-golf/euro-tour2006.pdf>



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**Note:** MGT Open provides innovative and effective relationship management seminars to help you build closer bonds with clients and colleagues. The MGT Open "country-club" seminar rooms are located at Aschaffener Golf Club only 30 minutes from Frankfurt. Or the Business English and Business Golf Workshops can be held anywhere in Germany or Europe.

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