



"The Golf Swing Method"

A Business Improvement Framework



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BUSINESS RHYTHM

The operations of any enterprise requires consistent rhythm, technique and a strong mindset in order to maximise performance, productivity and profitability.

EASY TO UNDERSTAND

This paper provides a framework to improve business performance which is presented at a relatively high level in order to help explain the concept.

COACHING

Business improvement skills can be a difficult to master. In the same way a leading golfer makes ongoing use of a coach to ensure high performance, your organisation may choose to make use of an independent expert to help you reach your goals.

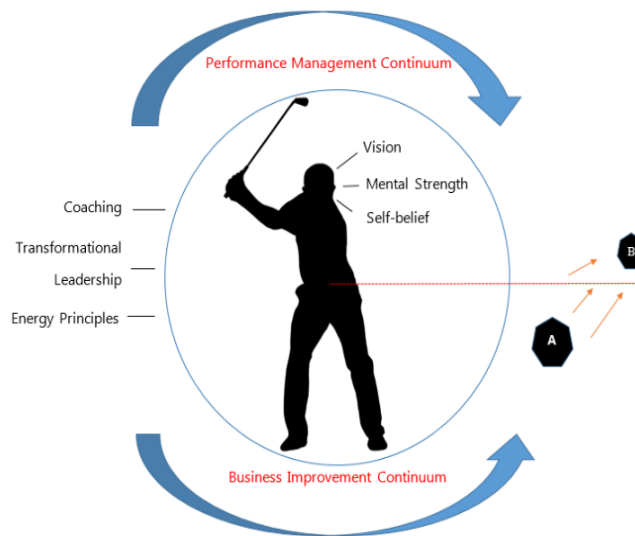


Fig1. Illustration of The Golf Swing Method

- Many enterprises wish to improve aspects of their business but they don't necessarily have the technique for doing so.
- The **Golf Swing Method** provides an overview of the management practices that might lead to improved performance.
- Similar to a golf a business must get into a rhythm with the correct technique and mindset to ensure consistency of performance
- The 'Business Performance' and 'Business Improvement' function as related continuums and this relationship has a significant impact on performance.

Introduction

Having the ability to adapt to changes and improve business performance is an important part of the modern enterprise. Typically, as businesses mature the busy executive and the operations on the ground becomes increasingly consumed by the sapping grind of the day-to-day activities.

As a result, the skill levels required to drive change and operate at higher levels of performance are typically not developed within the organisation, creating a void. Having access to business improvement framework – which is easy to understand – may be of significant value to the broader business community.

The Golf Swing Method

This business improvement framework provides a structured, methodical method for improving the performance of virtually any business.

The framework is called "The Golf Swing Method" as there is similarity between the way in which performance can be managed in business and the motion of a typical golf swing.

It is not a requirement that you play (or have played) golf in order to understand the principle. The analogy is designed to make it easy to remember and apply to your business, with possible coaching by an expert.



Profitability and Cost Management Solutions

"Plane" and Simple



A golf swing and business performance are both similar in that they both move along an axis or "plane" and consistent mastery of this "plane" is critical to optimum performance. In golf, when the golf club veers off this "plane" a poor shot ensues. Similarly, if a golfer wants to improve his or her swing, adjustments need to be made along the same "plane".

It works the same way in business. If you wish to improve performance, you need to make adjustments along the "plane". Accordingly, a framework has been designed to help you understand what this "plane" is and the resultant BIC⁷ (Business Improvement Continuum) provides a method for understanding the 7 key areas that could enable business improvement in a consistent, methodical manner (Refer Fig.2 below).

* For a good demonstration of the the golf swing in action please visit <https://www.youtube.com/watch?v=R0fFvn9Lhg> (Source: 3D Golf Swing Analysis - Jason Day - VIRSA 3D GOLF SYSTEM). "The Golf Swing Method" to improving business performance is a concept that has been used by the writer to explain the key components of business improvement using the analogy of a golf swing. These key components have been referred to in this paper as the Business Improvement Continuum or BIC⁷

KEY PRINCIPLES

Similar to golf, sustainable business improvement is built on sound technique, emotion and mindset, which embraces:

- Leveraging business practices which effect performance
- Levels of engagement & energy
- Transformational leadership
- Self-belief

BUSINESS ENABLERS

A number of transformation enablers are typically available in any business : leadership, adapting to new technology, company culture and business process. And while the principles discussed in this paper have been deliberately stated at a high level for the sake of simplicity, further detail can be made available on request.

BUSINESS SOLUTIONS

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Business Improvement Continuum (BIC⁷)

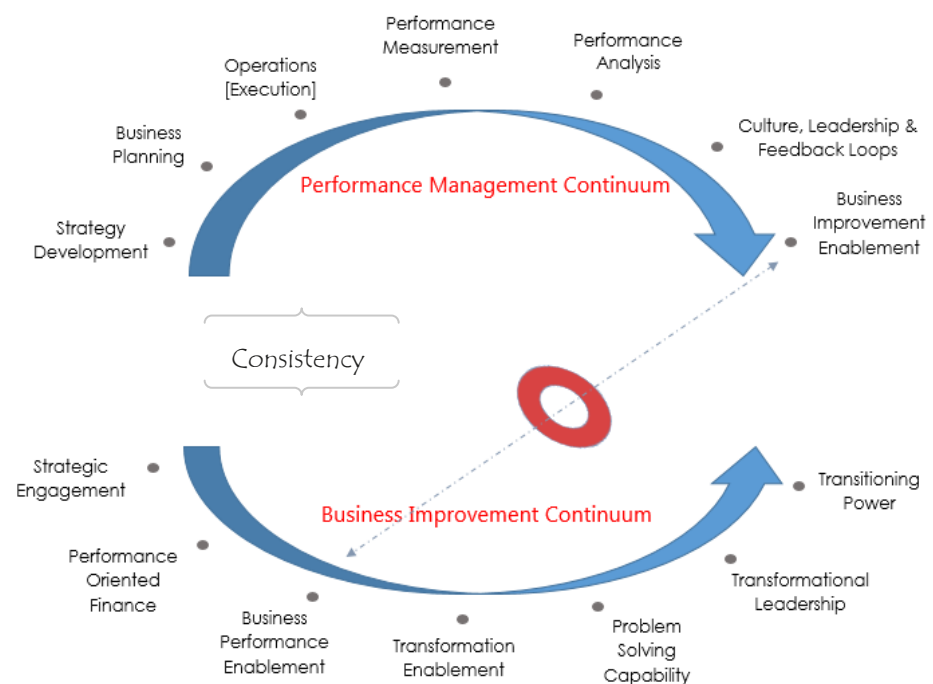


Fig2. The Business Improvement Continuum Operates on a "Plane"