



Advance Your Career on the Golf Course



By Mary Ellen Ostrander

Do you dream about that perfect shot off the first tee or is being so exposed your personal Nightmare on Elm Street?

According to Joan C. Cavanaugh, founder of Boardroom Golf, you can be that confident, assured person who will impress the boss and clients during your company's annual golf outing and you need not be an athlete to accomplish that feat. Just enroll in one of Boardroom Golf's programs to work on your game.



Cavanaugh (left) and Boardroom Golf and pros held a reception recently at Chelsea Piers where female professionals—from lawyers to web designers—took the first few swings towards improving their games.

Joan has as her mission to teach non-golfing female executives the art of using golf to develop business relationships and, in the process, advance their careers. Boardroom Golf demystifies the sport by educating participants in golf culture with an emphasis on both the mental and physical aspects of the game. Joan interviews female golf pros and during her six-week course, her students are able to learn by watching these tutorials.

Golf, Joan claims, is a secret to business success, and women are not using it to their advantage. Just consider the networking opportunities available in this traditional male sport. What other venue allows a woman executive to spend four hours with a client? Certainly, not a lunch, trade show or a cab ride! And because women are more socially adept at conversation, they can take advantage of riding in a golf cart for hours with a business associate or potential customer. While playing 18 holes, the savvy woman executive can direct the talk towards any number of business topics. And, of course, she can listen to what her client thinks is important. How many deals could be closed enjoying a drink in the clubhouse afterwards?



Marjorie Jones, one of Boardroom Golf's pros, explains that the goal is not to become a pro, but to play well enough to enjoy the game. Learning the fundamentals and keeping pace with other players is an integral part of the game. Despite what some women might think, people with different abilities can play together as long as the pace of the game is maintained.

Besides helping a player work on her golf skills, Boardroom Golf stresses the etiquette of the game. Joan notes that behavior on the course reflects positively—or negatively—on a player. For example, never get upset over a bad shot. Just as no day is ever perfect, neither is one's golf game. Her advice: Remember and appreciate the good shots, forget the rest.

Boardroom Golf holds to the promise that by walking the walk and talking the talk of golfers, women may gain the confidence and manage the networking needed to break through the glass ceiling.

Joan's Boardroom Golf offers three types of programs: an all-day seminar, Boardroom Golf workshops, and an In-House Corporation Forum.

For more information, go to www.boardroomgolf.net

Tags: Boardroom Golf, Chelsea Piers, golf, Joan C. Cavanaugh, Mary Ellen Ostrander

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