



*a new generation of  
hospitality management*

## WHAT THEY SAY ABOUT RCS

*"I've known and worked closely with Whitney Reid since 2005. She is the consummate professional, as well as being one of the most knowledgeable resources on golf club management I've seen in the several years I've worked in the industry.*

*Her extensive experience consulting with clubs, both domestically and internationally, allows her to use her unique and innovative skills to either initiate new programs or upgrade current food and beverage and golf services."*

**Sandy Gerdon-Johnson**  
The Balanced Worklife Company

ENGAGING. INTERACTIVE. COMPREHENSIVE.

# THE COACH APPROACH

*for supervisors and mid-level managers*

## S.P.O.R.T.S. MINDED SERVICE

Successful sports teams have common ingredients: teamwork, good communication, well-developed play books, productive practices, solid game days ... and GREAT coaches.

Having a well-oiled, service-oriented team at your club is an absolute necessity if you want to maintain a competitive edge. This training program teaches your managers how to become "coaches" for your employees — and how to build a winning team that achieves bottom-line goals.

Success stories are discussed, focusing on lessons learned, how to visualize success, how to employ proven leadership techniques, and ways to avoid common mistakes.

### PARTICIPANTS WILL LEARN:

- Key principles of a sports team: **S**etting goals, **P**reparation, **O**rganization, **R**espect, **T**rust in teammates, and **S**uccess
- Four ways in which coaching can be used in the workplace
- Three ways to identify a coach-manager
- Six ways to use successful mental imagery
- The six steps of coaching and counseling
- Ten ways to foster a motivating work environment

LET'S GET STARTED!



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The RCS Hospitality Group, three times honored by Boardroom Magazine for excellence, is the "go-to" group for private clubs seeking state-of-the-art management consulting and staff training services that combine 21st-century techniques with the timeless values of America's great golf and country club traditions.

RCS offers a wide array of tailor-made services that can be applied individually or in combination to meet your club's particular needs. Our goal is to prepare your club for the next generation of customers, members, and employees through insightful strategic planning; expert hospitality service training and staff development; inspired operations consulting; and expedient hiring of the most talented managers in the industry.

### WHITNEY REID PENNELL

Whitney Reid Pennell is the founder and president of the award-winning RCS Hospitality Group. She is a published author and frequent lecturer with over 20 years of club operations management and consulting experience, specializing in innovative marketing concepts coupled with comprehensive alignment strategies and training programs. Ms. Pennell is nationally known for expertly facilitating management and staff workshops, and is internationally recognized as an expert in club management.



#### Strategic Planning

RCS provides a full array of award-winning strategic planning services, including club audits, competitive analysis, and membership surveys. We also have significant experience in planning for the expansion and development of club facilities.

#### Food & Beverage Boot Camp™

RCS has perfected staff food and beverage training with its signature, nationally renowned Food & Beverage Boot Camp™ sessions--a day of intensive (but fun) training that enhances member happiness, employee satisfaction and retention, and your bottom line.

#### Membership Services

RCS is renowned for its comprehensive approach to building membership recruitment & loyalty, including our signature facility audit. We can help your club enhance the member experience through tournament consulting and annual programming planning.

#### Food & Beverage Management

RCS offers some of the industry's most innovative and highly regarded food and beverage management services, including comprehensive f&b audits, menu development, and programs designed to enhance member satisfaction and financial success.

#### Staff Training & Development

RCS conducts some of the most innovative and effective leadership and staff training programs in the industry. Our programs are designed to enhance operational efficacy, member satisfaction, bottom-line requirements, and employee satisfaction.

#### Executive Search

Critical to a club's success is the quality of management, but discovering the right people is often a challenging task. RCS offers full executive recruitment services that begin with an understanding of your club's needs before identifying, screening, and hiring the best candidates.

LET'S GET STARTED!