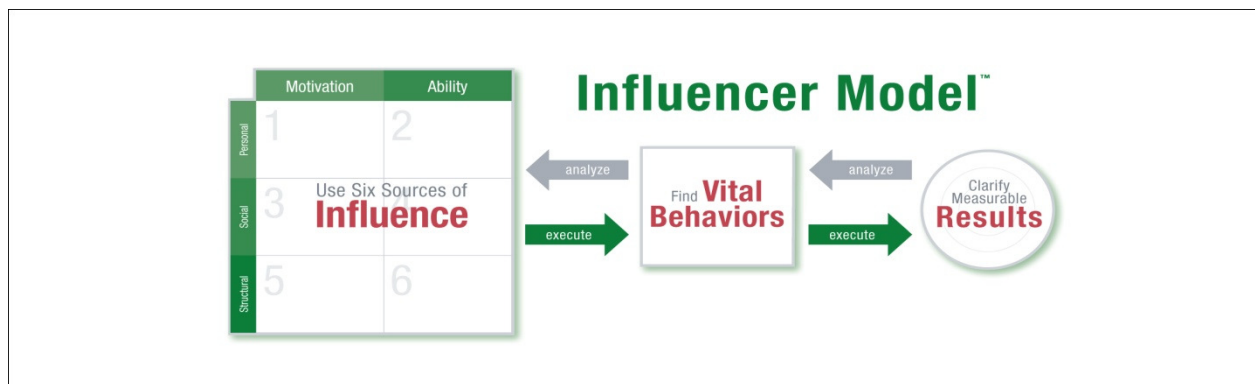


# Growth of Golf RoadMap: Golf's Influencer Strategy to Grow the Game

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By Charlie King



\*Graphic from [Influencer](#) by J. Grenny, K. Patterson, D. Maxfield, R. McMillan, A. Switzler

## Six Sources of Influence

1. Make undesirable desirable
2. Skill Building
3. Positive Peer Pressure
4. Positive Peer Feedback
5. Reward and Accountability
6. Learning Environment

## Vital Behaviors

1. Solid Contact
2. Golf Lessons
3. Deep Practice
4. Feedback/Follow-up

## Outcome/Results

Grow Golf

I propose the National Red Zone Challenge Contest. It would have all the elements listed above similar to what Bill Phillips did with the [Body For Life](#) Contest. I have details for those who are interested by e-mailing [cking@reynoldsplantation.com](mailto:cking@reynoldsplantation.com).