

Why Do Winners Win?

Golf is a game that attracts millions of athletes from around the world. Golf requires both physical and mental skills. So what separates the best from the very good? Let's examine some statistics from a recent year's Professional Golf Association Men's Tour...



Tiger Woods

Rank	Player	Earnings	Avg. Strokes Per Round
1	Tiger Woods	\$8,286,821	67.64
2	Phil Mickelson	\$3,387,457	69.37
3	Ernie Els	\$3,207,739	69.38
4	Hal Sutton	\$2,976,444	69.47
5	Jesper Parnevik	\$2,322,345	69.48
6	David Duval	\$2,246,746	69.65
150	Corey Pavin	\$209,883	71.53



Corey Pavin

A few observations:

- ❑ All of the golfers on the list are "World Class"
- ❑ Tiger Woods earned *more than 39 times* what Corey Pavin earned
- ❑ Tiger Woods shot *only 5.75%* better, on average, than Corey Pavin did
- ❑ Tiger earned \$8,076,938 more than Corey with 3.89 fewer strokes than Corey
- ❑ Any of the golfers on the list could have won any single tournament during the year

So How Did He Do It?

The essential difference between Tiger Woods and the other golfers was that over the course of the year Tiger 1) did *very well what he does best*, and 2) performed at a *marginally better level* than did the rest of the golfers in all other *critical areas* of the game.



The *compound effect* of making the most of his talents and consistent marginally better performances in all other critical areas gave Tiger Woods more than 39 times the income of Corey Pavin. Tiger was not twice as good as Corey Pavin, merely three-plus strokes per round better!

We are not picking on Corey Pavin... he is a great golfer.

So what were the 'marginally better performances' that Tiger took advantage of? First, Tiger learned to leverage his natural, God-given talent, his power game. Nobody hits the ball longer and better than Tiger. Yet his raw talent alone did not translate into him becoming the best. He had to spend countless hours learning to use his talent, to refine it and harness it.

But he did not stop with developing just his strengths. He looked at the game and saw that there were certain critical areas of the game – areas where performance really mattered – that he needed to master. So he learned to be marginally better in his short game. And in dealing with the occasional sand trap. And in his preparation for the game. Ditto in his conditioning. While other golfers on the tour may have greater talent or greater skill in these areas, Tiger is still among the leaders in each of the critical areas of the game.

What can we learn from Tiger Woods' success?

Five Steps to Your Own 'A Game'

1. **Start by Identifying the Critical Areas.** Every role that we play in life – being a worker, a parent, a leader, the family cook – is made up of certain critical areas in which our performance will most impact the outcome. Do not try to identify all of the facets of a particular role, just the ones that yield the greatest results. In what important role in your life do you want to make a quantum leap in performance? What are the critical areas of that role?

2. **Recognize and Leverage Your Talents.** What are your God-given talents, the things that you naturally do very well? Everyone has talents. Not everyone has identified their talent set. Even fewer have developed them.

According to research conducted by the Gallup Organization, a study of the world's most effective managers revealed that a key ingredient in their success was that they leveraged their talents. Talents – unlike knowledge and skills – cannot be learned, but they can be developed. Winners develop their talents, carefully refining them until they have maximized each one.

3. **Skill-Build in All Critical Areas.** In order to master each critical area that you have identified, you will need to build your skills. Although you may never be as good in it even after you've built up your skills in a non-talent area as you are in your natural talent areas, strive to be better than average. Remember that it is the *compounding* of all of the better-than-averages that consistently produces superior results.

4. **Practice, Practice, Practice.** Just having talents and skills does not ensure. Practice makes you at least better than average. You've got to practice both your skills and your talents. Early in the morning. Late at night. Even on your days off. Every million-dollar athlete knows this. That's why baseball has its spring training; football has its training camps, as does basketball, hockey, and every other sport where individuals and teams compete to win. Every million-dollar athlete knows that if he or she doesn't pay the price to practice, he or she will become a hundred-dollar athlete.

5. **Get Passionate. Get Determined. But Smile Along the Way.** Passion and determination are the fuels that run the engine of every winner. They keep you motivated when you feel like taking a day off. They let you close your eyes and see, smell and taste the victory. But doing something that you cannot smile about is drudgery, no matter how good you are at what you do. A smile starts in the heart, twinkles in the eyes and draws others close. It reflects joy. Passion may be doing what you love, but a smile is loving what you do.

Why do winners win? They let the compounding of good to great in all of the critical areas translate to consistent victory in what they do. They aren't twice as good or even fifty percent better. They simply compound marginally better. And you can too!

To help your management team win more consistently, contact Hank Boyer at Boyer Management Group today at 215-942-0982, visit us on the Internet at www.boyermanagement.com or email Hank Boyer at hank@boyermanagement.com. The above article was excerpted from one of our popular leadership seminars, *World-Class Management* © 2001 from Boyer Management Group.