



“ With a great partnership and a careful blend of relevant content, technology, and clever program designs, you stand a better chance of engaging your labor force and improving their performance. ”

**Dawes Marlatt, Senior Director of Education & Employment,
PGA America**

BUSINESS CHALLENGE

The Professional Golfers’ Association of America (PGA) is the world’s largest working sports organization, leading a \$65 billion-a-year industry that serves 1.5 million jobs. A decline in golf participation numbers led the PGA of America led to a learning and development blueprint that laid out an action plan for growth titled Golf 2.0.

The glaring challenge standing in the way of delivering a training initiative was a very real generational gap. The PGA needed to facilitate the development of expertise among veteran members and get them to share their institutional knowledge and experience with younger members.

HOW SKILLSOFT® HELPED

With Skillsoft the PGA designed a highly effective custom course curriculum, with a major emphasis placed on an intuitive, clean user experience. They also developed the “Next step” continuum as courses which were all aligned to support certification and career objectives

They assembled a “who’s who” of the industry to validate the content and vouch for its relevance and importance. Established the program as a “just-in-time, just-for-me” solution that saved learners time and money.

KEY METRICS

5:1 For every \$1 invested there was a **\$5.14** return.

58:1 An industry-wide initiative called, Get Golf Ready, yields **\$58** of benefit to the golf course for every **\$1**

\$1K Overall golf income increased **\$1,069** per participant includes collaboration and mentoring.

ABOUT PGA OF AMERICA

The PGA of America is the world’s largest sports organization, comprised of 28,000 men and women golf Professionals who are the recognized experts in teaching and growing the game. Founded in 1916, the PGA of America has enhanced its leadership position by conducting premier spectator events – PGA Championship, Ryder Cup, Senior PGA Championship presented by KitchenAid and PGA Grand Slam of Golf – as well as significant philanthropic outreach initiatives, and award-winning golf promotions.

