

Life Balance And Bottom-Line Impact

Why should your golf facility care about life balance? The answer is simple: you need to retain your skilled workers.

Importance: In today's work environment, workers are hard to find and harder to retain and by 2006, that will become even more significant. Every year U.S. companies are paying more than \$140 billion in recruiting, training and administrative costs to replace employees who leave.

Employers are learning more ways to help them seek and retain the best workers. Benefits have increased, perks have gotten more interesting and life balance is being recognized as a major contributor to an employee's happiness.

Signs of Life-Work Imbalance

- + Employees are leaving for other jobs.
- + Productivity is declining.
- + Little initiative is shown and new projects aren't proposed.
- + There is little or no interest in professional development.
- + Employees have low energy.
- + People are constantly complaining.

Remember, It Is Within Employers And Manager's Power To:

- + Increase productivity.
- + Provide interesting and challenging work.
- + Provide training and development opportunities for workers.
- + Heighten awareness and commitment.
- + Lower stress levels.

Labor Shortages—

(Continued from Page 32)

provide the playing conditions that are demanded, without the unlimited budget that many have come accustomed to.

We are very proud of the things that have been accomplished through our membership at the Silver Bay Country Club. The members that have participated in these projects have become "good friends" of the maintenance. These members never complain when we aerate or topdress greens, nor do they complain when the NO CARTS

sign is up after a heavy rain. They take great pride in their golf course because they have played such a large role in improving the conditions of it.

A good Golf Course Superintendent will recognize that he or she is working for the golfers, and these are the people who will dictate whether or not they are doing a satisfactory job. Imagine the unique relationship that is established when you change the structure somewhat, so that your bosses are now working for you.

