

SUMMER 2007

ARIZONA

THE STATE OF GOLF



Sedona's Seven Canyons

Business and Golf with Dave Bisbee

INSIDE:

**4 Great Golf
Communities**

ON THE COURSE:

- > *Getting golf ball fit*
- > *Pro Tips for better play*

The Business of Golf:

Dave Bisbee, Instructor,
Motivator, Cherishes Latest
Role at Seven Canyons





At 52, Dave Bisbee, director of instruction at Seven Canyons in Sedona, is living the good life.

His outdoor office, Seven Canyons Practice Park, is located in one of the most beautiful places in the world. He's thrilled with his current job, is in top physical shape and stays busy motivating and helping people improve their game and very often their business.

Based out of Seven Canyons since 2004, Bisbee has experienced his share of ups and downs in his 35 years in golf. At 17 he attempted to make it as a professional player, succumbing instead to a fast life of partying and alcohol. At 32, and 75 pounds overweight, Bisbee was courting trouble again. It arrived in the

form of a severe back injury that caused him to recognize he needed to move to a better place in life.

Bisbee grew up in Hutchinson, Kansas, the home of Prairie Dunes, the well-known club Northwest of Wichita. He started playing golf at age five, and a few years later determined he wanted to be a golf professional.

Struggling to earn a living as a teen, Bisbee competed in mini-tour events and for spots at PGA Tour Monday qualifiers against older, more skilled players, while simultaneously enjoying late nights out on the town. "I thought drinking was more important," he admits. "And I didn't know golf was a sport. I partied more than I practiced."

Three years later Bisbee decided it was time to stop trying to earn a living on the tour.

He took a job at Wilson Sporting Goods doing research and development. That led to a position with John Jacobs Golf Schools, where he designed golf clubs and fitting systems and marketed their club line at Camelback Golf Club in Scottsdale. "I learned how golf clubs and swings worked together," he said, "and that got me interested in the teaching side of it." Bisbee taught golf with the Jacobs schools for four years before going out on his own. He's spent the last 20 years helping golfers get better, often traveling back and forth between Colorado and Arizona.



“Our Business Golf Suite reveals how opportunities are lost or simply missed through the lack of sufficient skills to decipher personal signals that emanate from a golf experience. Our programs illuminate the capacity for achievement. In golf, par is the standard; in business, it’s the bottom line. In both, it is necessary to get the most out of the skills you possess.”

In the late 1980’s his excruciating back injury compelled Bisbee to lose weight and get physically fit to avoid surgery. “That whole thing caused me to look at the human body and psyche in a more collective way,” he said, “and the process of changing behavior.” After Bisbee learned to change himself he knew he wanted to help others.

Besides his enviable job at Seven Canyons, Bisbee also has developed a unique and enlightening series of business golf programs that examine how personality and behavioral styles affect performance.

His goal? Provide executives with a

process to engage in golf with business objectives in mind. He founded E-Golf-Group over 10 years ago in Scottsdale in association with Strategic Solutions International (S.S.I.), an East coast business consulting firm. The foundation of these programs is a powerful assessment tool called “The Birkman,” which was designed to help executives manage themselves and their business processes better. Bisbee collaborated with S.S.I. to develop a golf version of the profile.

It’s been well documented in Fortune 500 companies that nearly 90 percent of executives play golf, and over 40 percent play for business reasons. Bisbee’s past clients have included

Hewlett Packard, Eli Lilly, Cyclone Commerce and Merrill Lynch. He has authored several books and videos on business and golf and has been featured in many prominent golf publications as a contributing writer.

The membership at Seven Canyons is a good match for the targeted business golf programs. For example, Executive Golfer Boot Camp is a two-day seminar that teaches business golf

essentials. Participants learn how to evaluate themselves and look at characteristics in other people. “A guy’s golf bag will tell a lot about him,” Bisbee says. “Is it organized, does the golfer have iron covers on his irons, and is every club in its place? You can assume that he’s going to be a detail-type person.”

Bisbee takes pride that he can teach business people about using the game strategically to positively affect their bottom line. Some of his past clients have used golf as a metaphor to achieve business goals, while other executives have used golf tactically and strategically in their business lives. For example, I’ll help clients learn how to read people better,” Bisbee says. “If their temper comes out on the golf course, that’s really their ego showing. We all know the corporate world and golf world are intertwined.”

Though most of Bisbee’s time is spent helping members, their guests and prospective members at Seven Canyons, he says he’s fortunate to have found a way to make the business golf programs available again. The fact that Seven Canyons, an exclusive, private club, is finishing its state-of-the-art clubhouse and golf performance learning center (with launch monitors, indoor digital video, club fitting, personality profiling etc.) can only help.

“It’s the best office I’ve ever had,” he said.

Bisbee’s Business of Golf Suite

1. Essentials of Business Golf

The objective is to learn how to manage the five-hour meeting that is a round of business golf.

2. The Strategic Scramble

A team-building exercise that challenges teams to collaborate, plan and execute to win.

3. Executive Golfer Boot Camp

A two-day “business school” for the executive golfer that improves their golf skills and turns them into scratch golfers on the corporate fairways.

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