

## Take a Tip from Tiger

by : Gil Van Over

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One downside of living near the Windy City is putting the clubs away when the grass becomes brittle and brown. I enjoy the game better than I play it. I can still outdrive most AARP card-carrying women and out-putt the three-year old girls.

While the clubs are resting, I get my golf fix from watching the weekend matches between the football and basketball games and by reading my five different golf magazines.

I really enjoy the pro's tips in the magazines. Depending on whose tip you read, you can either pivot your hips or slide your hips. You can release your hands through the shot or you can deaden your hands for control. Your putting stroke can be straight back and through or it can be an elliptical stroke. Your choice.

Tiger's tips, though, generally seem to be simple to understand and applicable to my game.

We can take a tip from Tiger and apply it to your compliance initiative.

### Tiger's odyssey

A few years ago, Tiger was the No.1 player in the world. He was the favorite in every tournament he entered, and he won many of them. Yet, he wasn't satisfied.

He felt his swing did not hold up under pressure. He was hitting more roughs than fairways. He hated sinking 20-foot putts when he wanted to be within 10 feet.

He did what intelligent businessmen do. He attacked the problem with a structured approach.

First, Tiger hired a swing coach. This swing coach did not come from within Tiger's camp of trusted advisers. He became part of Tiger's camp of trusted advisers, but came to the job with an excellent reputation. The first thing Tiger's new swing coach did was to review Tiger's swing, noting some flaws.

Once he detailed the flaws in Tiger's swing, he taught Tiger the right technique to correct the flaws. Not only did he work to correct the flaws, but he also spent the time to explain what the flaws were and why they happened. He then took Tiger to the driving range where Tiger hit thousands of golf balls until he had grooved his new swing into his memory. Now, he accompanies Tiger to every event and watches over Tiger's swing during practice before and after every round.

During this process, Tiger slipped some in the world rankings. Suddenly Vijay and Ernie and Phil had hope. The pundits were saying Tiger had made a mistake to fix what wasn't really broken.

Now, however, two years later, Tiger is back as the world's best golfer and has a swing that is producing better results than ever before.

### What we can learn from Tiger

Tiger took a structured approach to improving what he felt was a less-than-perfect situation. You can take a similar structured approach to improving a compliance program within your walls.

Tiger's steps were:

1. Hire a swing coach
2. Have the swing coach determine what the problem is
3. Develop a solution to the problem
4. Practice the new solution

5. Continually monitor future performance against the new solution

Your steps for developing a compliance program should be:

1. Retain an independent source, whether it is an attorney, an accountant or a consultant;
2. Have the independent source conduct a risk assessment of your processes, policies, procedures and practices in sales and F&I;
3. Develop and implement a policy and procedure manual that outlines your expectations of how employees should execute the processes;
4. Provide continuous training on the policy and procedure to all employees;
5. Conduct periodic audits to ensure everyone is executing the processes in your new compliant manner.

If it worked for Tiger, it can work for you. Golf is a game of lessons. For most of us, that means taking lessons to try and shave a few strokes off our handicap. But we can also take from the game and apply valuable lessons to our business practices. Tiger's approach to correcting a flaw in his game is just one example.

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