

'Professional' Turfgrass Management

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What's your role?

- Turfgrass professionals realize that we are a 'service industry'
- So, what do others expect of you when it comes to being 'served'?
 - Attentive
 - Cheerful
 - Responsive
 - Appreciative
 - Grateful

Always look for opportunities

To meet and/or impress

- The 'first and last 30 seconds' in 1st time introductions, meetings, encounters are VERY important
- Dress for Success... 'you only get one chance to make a first impression'

Make an appearance

- 'Dress for Success' can be unfair in this industry too... perhaps better is 'Dress for the Occasion'?
- "Be yourself, but don't let yourself get in your way."
- "It's not fair to be prejudged" ... well, "Life isn't Fair!"

Be a person of integrity

- Be honest.
- But remember that being honest does not always require you to tell folks everything.

Exude Confidence

- An air of confidence sends the right signals to your peers, supervisors, and clientele.
- Maintain a positive attitude.
- Embrace challenges.

Exude Confidence

- Professionals aren't afraid to challenge a different opinion.
- They aren't afraid to surround themselves with the best and brightest.

Communication

- Almost all of the best sports turf managers are also very effective communicators.
- Be pleasant both in person and on the phone.
- Successful communication is a 2-way street.

Communication

Communicate to Manipulate (in a positive way)

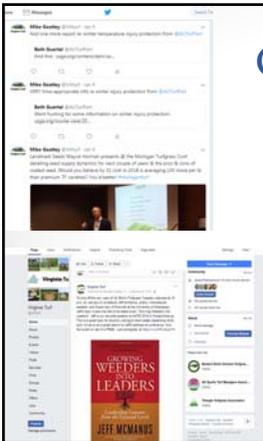
- Consider who is your audience and adjust your style, your terminology, your tone accordingly
- Watch for opportunities to use the 'big words'
- Becoming a successful communicator requires practice

Communication

DON'T Communicate to Humiliate or Retaliate

- Sillloowwww dooowwwnn when you are upset... you probably don't have a reset or recall button

Communication



Social media communication – both extremely **POWERFUL** and very **SCARY** at the same time.

“Views expressed are solely those of the individual and not my organization.” So, anything goes in what you say as long as you use this disclaimer?

Listen

➤ **The BEST communicators are also the BEST listeners**

- Many times listening is far more important than talking, especially in a service industry (and at home).

THINK

before you speak:

- Is it True?
- Is it Helpful?
- Is it Inspiring?
- Is it Necessary?
- Is it Kind?

Disagree

RESPECTFULLY

Admit mistakes

- apologize promptly
- accept apologies and resolve conflict ASAP**
- Be direct, DO NOT be passive/aggressive

Grow personally and professionally

- identify your 'core' group for the best and worst times
- However, expand your networks beyond your immediate friends and industry segments too.

Leave your job at the office

- you MUST identify and implement appropriate balance between work and family OR
- you won't have any work and family

You cannot do it all

- How long will it take you to figure this out?

Never stop challenging yourself

- What is something that sounds crazy/different at your current age but you have always thought you might want to do/try.

Professionals build

Teams and relationships

- give credit and promote others and in almost all cases everyone wins

Give back

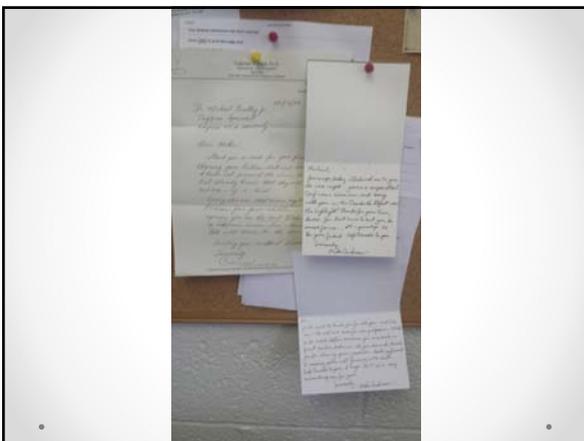
The giving can be

- simple or involved
- financial or time
- advice or simply listening

Professionals say and give...

Thanks

- in person
- by note, letter, or card (seems to be a lost art... trust us on this one Millennials...within your generation a text or Tweet might work just fine, but if you really want to impress someone from our generation try something hand-written!)



Professional aren't afraid of taking risks

Thanks for being a professional today and taking a risk on this presentation!



The image is a screenshot of a Twitter post. The user is Mike Gostley, with a verified badge. The text of the tweet reads: "Fraze mowing the Patriot bermuda baseball field @ the Steward School @ vstma field day #vaturf pic.twitter.com/klaUdzCCY". Below the text is a photograph of a red tractor with a blue mower attachment and a green trailer, operating on a green baseball field. To the right of the tweet, there is a vertical blue line and a list item.

- If you use Twitter I hope that you might follow me @vaturf... and note that the account is only used for turfgrass management topics!