

## Six Business Lessons from the Golf Course

*“A good drive on the 18th hole has stopped many a golfer from giving up the game.”*

—UNKNOWN

The parallels between the game of golf and the day-to-day activities of the business world are easily comparable. Recently I attended the 2014 United Leasing Championship and watched professional golfers strategically plan each shot as they navigated every hole. I saw their concentration as they evaluated the conditions along with their sheer determination. They were driven to achieve their personal best at what they love doing, and I noticed their passion for the game of golf is similar to our commitment to finding the right leasing solution for every customer.

Some of the most significant lessons I have taken from golf and applied to my approach to the equipment finance business include:

### Have good partner alignment.

Just like finding the right set of golf clubs or choosing the right caddie, it is imperative we find the right mix of services for our customers. Our ability to offer valuable, one-stop solutions creates a successful alignment with vendors, manufacturers and customers.

### Be creative.

The obvious path might not always be the best solution. You’ve just hit your tee shot into the adjacent fairway—not where you were aiming. It’s time to be innovative and find a new route. In leasing, we take a progressive approach and think outside the box. Whatever we face, we can create a positive result.

### Learn from your mistakes.

Golfers will not make the perfect shot every time. They may put it in the water or sand trap; however, they can’t let the last hole distract them from finishing the round. They re-evaluate their position and continue to make adjustments. It is important that we also take every experience as a chance to learn and improve.

### Be willing to take a risk.

Do you take a chance by hitting it over the water hazard or take the safe route by staying in the fairway? Sometimes when the conditions are right, some risk is worth taking. When you take that chance, clear the water and land the ball closer to the green, you create an advantage. We understand our customers are taking a chance every time they make a business decision.

As leasing professionals, we are there to help determine the best path and suggest the most beneficial route for our customers.

### Be strategic.

Knowing your competition and where you are in the market will help you find the correct strategic positioning. If you are five strokes behind going into the final day of the tournament, you will take an aggressive strategy when it comes to your round. It is just as critical in finance to know where you competitively align to be successful.

### Be honest.

A gentleman’s game, golf is certainly a test of honor and morality. As in financial services, there is nothing more important in building and growing relationships than integrity. Creating a transparent, honest approach with customers is invaluable.

*“If you want to observe how someone’s integrity holds up under adversity, put a golf club in their hands.”*

—UNKNOWN

Becoming the champion, especially in a PGA event like the United Leasing Championship, takes a number of positive events to align. You must hit well off the tee, stick your iron shots and putt the lights out, along with performing to this standard day in and day out. The same can be said in growing your finance business. Having a team that creates opportunity with valued customers will create success. ■

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