CRONK | GROUP

PEOPLE · SERVICE · PERFORMANCE

ACCESS THE POWER OF ON

Give the performance of your life. Get the most from your team.



GUARANTEED RESULTS | GUARANTEED SATISFACTION | GUARANTEED FUN

IT'S NOT YOUR PRODUCT…

IT'S YOUR PEOPLE!

The clubs and service businesses that consistently stand out are the ones that focus on their people. We help you build a workplace where your team is empowered, engaged and energized, and we deliver the message in a way that is inclusive, respectful and fun.

The better your people perform, the better your results.

> *"When I need to get my team motivated and focused on improving our guest experience, I hire James. When I need to train my managers on how to be better managers, I hire James. You should too!"*
>
> **SLADE KING**
> COO, Play Golf Calgary

HOW WE HELP OUR CLIENTS

GET POWERED ON

Customized solutions, a clear vision for success and proven best practices for golf clubs, resorts, hotels, restaurants and more.

ACCOUNTABILITY

ONE-ON-ONE COACHING

Regular coaching that keeps you and your leaders focused, accountable and growing.

YOUR WHOLE TEAM

TRAINING PROGRAMS & TOOLS

Workshops, training programs and a toolbox of 100 templates, checklists and manuals.

SPECIFIC CHALLENGES

CONSULTING SOLUTIONS

Audits, assessments and solutions, including our People & Service Audit.

LIVE EVENTS

KEYNOTES & WORKSHOPS

Entertaining, educational sessions for conferences, boards and staff events.

WHAT WE DO

THE POWER ON PROCESS

A Powered On service business needs four core deliverables. We help you assess, develop and implement each one.

01 · WHY ARE YOU?

BRAND

Your purpose, your customers and the story that sets you apart.

02 · HOW WILL YOU?

STRATEGY

Mission, vision, values and measurable goals your team can own.

03 · WHO ARE YOU?

PEOPLE

The right people in the right roles, led by Powered On leaders.

04 · HOW CAN YOU?

TOOLBOX

Checklists, scripts and systems for consistent, exceptional service.

CRONK GROUP

LEADERSHIP · SERVICE · SPEAKING



MEET JAMES CRONK

THREE DECADES. ONE FOCUS.

YOUR PEOPLE, AND THE PERFORMANCE OF THEIR LIVES.

James has more than 30 years of experience as an innovative leader in the golf and hospitality industry. As a golf professional and former club manager, he brings real-world experience to everything from private clubs and destination resorts to real estate developments and family-owned businesses.

Using proven, custom-designed systems, James and the Cronk Group team help organizations improve their service, their systems and their bottom line, and it's so entertaining they're often asked back for an encore.

5th Best Customer Service in North America
GOLF DIGEST

8th Best Company to Work For in BC
BC BUSINESS MAGAZINE

19th Most Influential Person in Golf in Canada
NATIONAL POST

Top 40 Business Leaders Under 40
BUSINESS IN VANCOUVER

KEYNOTES & WORKSHOPS

ON STAGE AROUND THE WORLD

15×	6×	3×	2×
NGCOA Canada Golf Business Canada	Asia Pacific Golf Summit	European Golf Business Conference	CMAA World Conference

KEEP YOUR SANITY WHILE MANAGING HUMANITY
New ways to find, keep and reward employees of every generation.

THE ABC'S OF MANAGING YOUR 2IC'S
KPIs, communication and accountability for your second in command.

HOW TO CREATE AN INNOVATIVE TEAM
Build a club culture where new ideas thrive, from staff to the board.

THE POWER OF ON
Three steps to getting your people Plugged In, equipped and Powered On.

THE FIVE KEYS TO SUCCESS
The steps successful facilities use to stay ahead of their competition.

WHY GOLF WILL SAVE THE WORLD
Rekindle your passion for the game and grow your customers.

60 to 90 minute keynotes to half-day workshops, or a session customized to your key messages.

> *"Although it is not our practice to have repeat speakers, James' session evaluations are such that we continuously make exceptions and invite him back to speak. Each year James ranks as one of our top-rated speakers.*
>
> NATHALIE LAVALLÉE
> CEO, NGCOA Canada

CLUBS THAT HAVE POWERED ON WITH JAMES

Hollyburn Country Club · Point Grey Golf & Country Club · Richmond Country Club · Seymour Golf & Country Club
Wascana Golf & Country Club · Golf Links PEI · Kelowna Yacht Club · The Toronto Lawn Tennis Club

LET'S START THE CONVERSATION

BOOK YOUR FREE ONE-HOUR CONSULTATION

Tell us where you want your club to go. The Cronk Group team has helped countless businesses, clubs and organizations achieve their most ambitious goals. We'll show you how to get your people, your service and your results Powered On.

JAMES CRONK
Principal, Cronk Group

604-889-4707
james@cronkgroup.com

ONLINE
www.cronkgroup.com

SCAN TO EMAIL JAMES