Business insights from the game of golf

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Love him or hate him, but Tiger Woods' winning the US Masters this weekend was a fairy-tale comeback for the history books that offers valuable insights. He stayed focused and calm while all his key challengers self-destructed. On a golf course notorious for heavily penalising a single wayward shot, Tiger played conservatively when appropriate and aggressively when appropriate. He had a game plan, he stuck to it and he absolutely deserved to win. Respect.

His personal conduct after his winning putt was equally insightful. Gone are the in-your-face full arm rotation fist pumps of 20 years ago. This time Tiger appeared sincerely gracious in victory, respectful of his fellow competitors and prioritising his family, caddy and coaches. The fact that so many of his competitors lined up to congratulate him with such obvious admiration as he walked up to the scoring booth is also telling.

I am not aware of any other game or process that comes anywhere close to golf with regards to assessing another person's true character in the context of both business and life in such a short span of time and at such a low cost. Also consider it is a global game for all ages, sexes, experience and skill levels.

Valuable things a round of golf can help to illuminate about people are;

1. Competitive spirit
2. Focus
3. Teamwork
4. Ego
5. Encouragement, support and congratulation
6. Integrity
7. Patience
8. Sincerity
9. Operating in the grey zone of the rules
10. Self-discipline
11. Respect

12. Humility in victory and defeat
13. How they treat others ‘beneath’ them
14. Anger management
15. Behavioural & personality changes under pressure

I only play a few times a year; but on reflection perhaps I should reconsider!?

Our work continues...

Daniel Malan
Managing Director & Chief Investment Officer
daniel@perspectiveim.co.za

Perspective Investment Management
www.perspectiveim.co.za

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