



## **Table of Contents**

The Soft Stuff.....	1
Personal Responsibility and the Will to Lead .....	2
Owning Your Failures and Recognizing the Limits of Your Influence .....	3
Service Breakdown – A Failure of Leadership .....	4
Two Important Leadership Lessons .....	5
Ego Driven Failure .....	7
Eight Key Basics to Operate a Club .....	7
Leadership Characteristics .....	9
More on Service-Based Leadership .....	11
Implementation of Remarkable Service .....	12
Operating Standards.....	13
Establishing and Maintaining Discipline .....	14
It Ain't the Employees .....	16
How Many Silos Does Your Club Have? .....	18
Anything Less is Just B.S. ....	19