

# PGA LEAD | A LEADERSHIP DEVELOPMENT PROGRAM FOR PGA MEMBERS



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## PGA LEAD | A Leadership Development Program for PGA Members

Do you have the desire and passion to share your diverse ideas, be involved on committees at the Chapter, Section and National levels of the Association, run for office or become a volunteer leader within PGA of America governance? Do you want to learn about enhancing and elevating your personal brand, how to facilitate a board meeting, or how to become a more engaging public speaker? If so, then PGA LEAD may be the leadership development program for you.

PGA LEAD identifies, mentors and progresses PGA Members from diverse backgrounds along a guided path to volunteer leadership roles at the Chapter, Section and National levels of the Association. Integrating a multitude of dimensions of difference into our leadership ranks helps position the Association for long-term success. The primary goal of PGA LEAD is to establish a deep bench of PGA Members from all backgrounds, identities, and abilities who are prepared to ascend to and through the volunteer leadership ranks of Association governance. PGA LEAD also assists in developing PGA Members who desire to make an impact in their communities and on nonprofit boards.

How effective is PGA LEAD? The data proves that this dynamic two-year leadership development program is working. Since the program's inception in 2016, there has been one Section President, three Section Vice Presidents, one Section Secretary, and 12 Section Board Members elected or appointed, as well as 19 PGA LEAD participants selected to serve on National Committees.



PGA LEAD, Cohort I, Class of 2016-2017



PGA LEAD, Cohort II, Class of 2017-2018

## OVERVIEW

Up to 15 PGA Members comprise each PGA LEAD Cohort and they take part in a curated leadership development journey that is designed to grow and enhance their leadership skills. Each year the program is refreshed to ensure it meets the needs of the participants through contemporary leadership education. PGA LEAD welcomes all PGA Members to apply, however, the program is best suited for those who are early on in their leadership journey and aspire to serve in volunteer leadership roles in Association governance.

Board Governance

Inclusion & Diversity

Conducting Board & Membership Meetings

Personal Branding and Promotion

Pillars of Leadership

Public Speaking and Presentation Skills

Developing Your Leadership Presence

Social Media & Developing Your Digital Brand



PGA LEAD, Cohort III, Class of 2018-2019



PGA LEAD, Cohort IV, Class of 2019-2020

PGA LEAD participants engage in monthly virtual meetings with subject matter experts that cover a litany of topics that assist them in their quest for leadership. Some of these experts include PGA of America Past Presidents, PGA of America employees, and business executives from within and outside the golf business.

PGA LEAD participants also have unique opportunities to build relationships, share their aspirations during networking activities, and learn the intricacies of Association governance at the PGA Merchandise Show and the PGA Annual Meeting. They also connect with PGA LEAD alumni and gain valuable knowledge on how to develop their professional network and shape their personal brand. (Pre-approved travel expenses for up to two functions annually, if held, are reimbursed by the Association.)

## ELIGIBILITY & APPLICATION

While PGA LEAD is designed to drive a diverse demographic of participants with consideration given to gender, age, race/color, national origin/ancestry, sexual orientation, disability, and Veteran status, **the program is open to all Class A PGA Members.**

PGA Members who meet the following criteria are encouraged to apply for PGA LEAD. (PGA of America employees are not eligible to apply.)

- Class A PGA Member for at least one year and in good standing
- Aspires to serve as a national volunteer leader within Association governance
- Is committed to actively participating in monthly virtual meetings and completing related assignments
- Is committed to participating in PGA LEAD for two years (2022-2023) including PGA LEAD activities at the PGA Merchandise Shows and/or PGA Annual Meetings during the term
- Is committed to making a PGA LEAD presentation at a PGA Section Meeting upon completion of the program as an inspiration to others

The application deadline for PGA LEAD Cohort VII, Class of 2022-2023 is September 17, 2021 at midnight PST. All submissions are confidential and will be reviewed only by the PGA LEAD Selection Committee.

[TO APPLY, CLICK HERE](#)

For more information please contact, the PGA of America's  
Director of Inclusion & Community Engagement  
**LINNET CARTY at [LCarty@pgahq.com](mailto:LCarty@pgahq.com)**