



- 15 What can statues teach us about stop slow play efforts?** Whoever heard of a statue erected to a Committee? Most successful projects have a leader. If they don't get results, get a new project leader.
- 16 What can stop slow play efforts learn from Head & Shoulders?** H & S fixed your dandruff problem, but didn't offer aspirational hair. Once it added this, it became the worlds biggest shampoo. Similarly, current slow play efforts aim to get rid of the problem, but don't offer an aspirational state to get to: what's the opposite of slow play? Fast Play? That's not an aspiration: "I don't want to rush round, nor be hurried on my shots". The solution: redefine the aspiration, not as fast play, but as SmartPlay. People will want that, and won't want to be 'unsmart'.
- 17 How is pace of play unlike every other golf stat?** Stats are published for everything, except the most important stat after your score: how long your round took (DOR-Duration of Round). And the time of your round is the time of your group.
- 18 Why does a SatNav work, and the leadership's stop slow play efforts don't?** A SatNav works because it knows two things: where it starts from,

and where it's going. Leadership of Slow Play efforts don't know the facts on current actual DORs, nor exactly where they want DORs to get to, by when.

- 19 What can stop slow play efforts learn from bankers?** Bankers have been driven by bonuses promised by their leaders. Up to now there have been no bonuses for avoiding slow play: no bonuses for smart play (and little consequence if you're slow).
- 20 Why are some slow players like horse and water?** You think the answer is you can take a horse to water but you can't make it drink. Well you can. Just put salt in its oats. The same way you can fix slow players. But if they resist playing smartly, there must be a consequence.

NEW GOLF THINKING:

Leaders commit to a DOR goal, then **MEASURE, PUBLISH, FEEDBACK** and **REWARD IT.**

KEY NEW ACTION:

Leaders declare the '10-point NGT Action Plan'.