

# Get UnPlugged With Krissi Barr

Having myself been a marketing and business consultant for over 10 years, I am always intrigued by new concepts and personalities in this exciting field. Such a person is Krissi Barr – energetic, vivacious, intelligent, and extremely creative. Her new book, “Plugged”, written in collaboration with her husband Dan, is a delightful read and clearly understandable to golfers and non-golfers alike.

The Barr’s have taken the concepts that most good consultants embrace and likened them to the game of golf. Using a business fable to introduce the basic concepts of their theory, the Barr’s utilized the game of golf to illustrate the implementation and execution of their theory.

In the game of golf, “plugged” is what you call it when your ball is hit so high that when it lands it buries itself into wet grass or mud. The Rules of Golf allow you to “dig it out” of the muck, clean it off, and drop it just so long it is no closer to the hole – and then you can be back in the game with no penalty and you can play well from there just as long as you “get the right things done.” What the Barr’s then did is to use their business fable to show what you need to do when you are “in the muck”, so to speak.

The three basic elements of their concept are P.A.R. – in the world of golf meaning the standard of excellence. While few golfers actually shoot par, it should be the standard for your own achievement.

To the Barr’s P.A.R. means:

**P – Prioritize.** Focus on what matters most.

**A – Adapt.** See change as an opportunity.

**R – be Responsible.** Take ownership of the outcome.

“Plugged” is an excellent book and



By Alan Shafer

totally caught my interest, and should be read by golfers and business people alike. However, even more interesting was my experience in meeting one of the authors of the book, Krissi Barr. Ms. Barr is a delightful woman who speaks her mind, clearly and intelligently, and is extremely humble about her golfing abilities. She works hard to break 100, and is proud of her achievement every time she does. This same attitude drives her work with her clients as well.... when she can help them “break 100” and better their business achievements she feels just as proud.

Speaking with Krissi – after meeting her I can only think of calling her Krissi – I learned as much about how she came to write the book as I did about her as a

consultant. It was her then high school-aged son Andy who challenged her to try the game of golf. His father, Dan Barr, played, and her son while still in high school was running a 2 handicap. In order to “catch up” with the family, Krissi tried the game of golf.

She admits now that she did very poorly, and after a while she was ready to just give up and become their “cart girl”. But then her son challenged her again – “Mom, if one of your clients wanted to give up like that, what would your advice be to them?” She knew then that she would just tell them to dig themselves out of their situation by focusing on what mattered, adapt to the ever-changing world, and take responsibility for the results. It was only later

that the concept of P.A.R. came to be the super glue that held it all together, and the result – “Plugged”, by Krissi and Dan Barr.

Krissi believes that most business people will enjoy her book. It is short, and good business people are busy. It reads like a story, so it is fun to read. The themes are universal and not specific to

any particular industry, so everyone can see themselves in the story. And the best part... the take-away message is simple, powerful, and memorable.

“The core message of the book” she says, “is that everyone faces challenges and difficult situations, whether they’re in business or in your personal life or even the game of golf. The question is

how will you respond to those challenges? Plugged is about a simple, proven methodology –P.A.R. – that helps you dig out and get the right things done. And when you do that, you succeed.”

When asked why she chose to use the game of golf for her analogy for the book, she was very emphatic. She believes that golf is “the” sport in business, played by everyone from the CEO to the factory worker. And the industry of golf is significant, roughly sized as the economic equivalent of the motion picture and sound recording industry. And finally, she believes that there are so many parallels between golf and business, especially in the attributes that determine success. Golf is a game that teaches many life lessons, so it’s not surprising that perseverance, adaptability, and responsibility should be there as well.

Bottom line is that Krissi believes that too many people are caught in what she calls ‘the zone of mediocrity’, where people are good, are ok, not great but not bad either. Kind of like playing double-bogey golf. But following the principles of “Plugged”, people can break out of that zone of mediocrity and hit PAR.

Krissi is working hard on her golf game, and I expect it will not be long before she is breaking 90 and better. If her energy and attitude playing golf is anywhere near what she exudes in an interview, she will be playing PAR golf before she is done. [f](#)



**The new best selling book!**

*“Plugged is a must-read for all golfers and for those who want to learn how to apply the lessons of golf to life and business.”*

*P.B. Dye, Golf Course Architect*

**Dig out and get the right things done.**

**Available at bookstores, online or [www.PluggedTheBook.com](http://www.PluggedTheBook.com)**

