

## Heritage Club Helps Inspire New Book

A new business book with a golf theme called *Plugged* hits bookstores nationwide in April. While there are thousands of new books published every year, this one has a very local twist. “I don’t think we would have written it were it not for my work with Heritage Club,” said Krissi Barr, co-author and President of consulting firm Barr Corporate Success.

Krissi’s association with Heritage began in 2004 when then General Manager Peter Davies was looking to create a strategic plan and implementation culture to take the club’s service levels up to the next level. She began consulting with the entire team, and the resulting work helped usher in a new era in service and professionalism.

“Back then I wasn’t a golfer,” Barr said. “During one of our meetings, the Heritage team challenged me to apply the lessons I was teaching them about accomplishing their goals to my own goal of learning to play golf. And that’s where the idea for the book began.”

While *Plugged* is a business fable, its most striking feature is the way the golf story and business lessons are blended together. “There are so many similarities between success in business and success on the course,” Barr said. “Along with my husband and co-author, we took the simple idea that started at Heritage and turned it into a powerful book for golfers and non-golfers alike.”

*Plugged* is the story of a sales manager who is thrust into a leadership role just as a business crisis hits with his biggest customer. At the same time, the story’s hero is trying to fix his putting woes before the Member-Guest tournament where he’s paired up with the decision-maker from that same key customer.

“The book’s core take-away is called PAR,” Krissi said. “That stands for Prioritize (focus on what matters most), Adapt (see change as an opportunity), and be Responsible (take ownership of the outcome).” Barr said the book’s subtitle is “Dig out and get the right things done,” and the book’s hero uses the lessons of PAR to do just that.

Members will also recognize another reference to Heritage. “One of the main characters in *Plugged* is the fictional club’s starter,” Barr said. “And of course, we had to call him Lou!”