



Key Components

OF THE STRATEGIC PROCESS

All-Inclusive Full Service Approach includes

- RCS Signature Club Evaluation
- Competitive Marketplace Analysis
- Membership Survey and Focus Groups
- Understanding of Financial Position, Member Spending, and Behavioral Trends
- Board Governance and Strategic Decision-Making Workshop



DELIVERABLES FOR FULL-SERVICE APPROACH:

COMPREHENSIVE STRATEGIC REPORT

- ◆ Signature Page
- ◆ Introduction and Executive Summary
- ◆ Mission/Vision/Values
- ◆ Competitive Advantage as Identified by Leadership
- ◆ SWOT Analysis
- ◆ Long-Term Objectives
- ◆ Short-Term Goals
- ◆ Long-Term Financial Plan
- ◆ Capital Needs and Estimated Timing
- ◆ Operational Alignment Action Plan

“We were fortunate to have Whitney and the RCS team as a strategy partner at a pivotal time for our Club. Faced with the daunting task of opening a new 70,000 square foot clubhouse and new golf course, we needed the expertise of someone who had experience in executing the process at a very high level to meet our members’ high expectations. RCS turned a difficult, daunting, and complex endeavor into a simple strategy, without it being simplistic. They truly are experts in the private club industry.”

- GREG SULLIVAN, GENERAL MANAGER, ROLLING HILLS COUNTRY CLUB