

SUSSNER

**BRAND STRATEGY & DESIGN
BUILT FOR PRIVATE CLUBS**

CLUB BRAND WORKBOOK

**AN EXERCISE THAT EVALUATES YOUR CLUB'S BRAND
AND UNCOVERS OPPORTUNITIES FOR GROWTH.**



QUESTIONS?
inquire@sussner.com
(612) 339 2886

DEFINING & DESIGNING THE FUTURE OF PRIVATE CLUBS

How to use this workbook

This workbook is a hands-on guide to evaluating your club's brand, identifying areas for improvement, and creating opportunities for growth. It's designed to be a collaborative tool that sparks meaningful discussions and helps you focus on actionable steps.

1. SET TIME ASIDE

Dedicate 20 minutes to each section for discussion. When done thoughtfully, this exercise should take at least an hour.

2. GATHER YOUR TEAM:

Involve leadership, staff, and key stakeholders to capture diverse perspectives from across the club.

3. GATHER REFERENCES:

Have access to brand materials and assets such as logos, brochures, and member communications to reference.

4. BE HONEST:

Assess your brand with clarity and openness to uncover insights. Make sure to be objective rather than subjective.

5. REVISIT AND REFINE:

Return to sections as needed to deepen your understanding and refine your plans. Remember that progress is better than perfection.

THIS WORKBOOK HELPS YOUR TEAM:

- Uncover strengths and weaknesses in your brand.
- Bridge gaps between brand perception and member experience.
- Develop an strategic path forward for your club's brand.

Final Thought

Your club's brand is an evolving, living asset that will never be perfect. Always strive for brand growth or improvement over brand perfection.

Your Club's Brand: A Strategic Asset

Your brand is more than just a logo or a tagline—it's the collective perception of your club, shaped by the experiences you deliver, the reputation you've built, and the identity you project to members, guests, and the community.

BUT WHY DOES IT MATTER?

IT ATTRACTS IDEAL NEW MEMBERS:

A strong, compelling brand makes your club stand out in a competitive market and calls out to people who would be a good fit for your club.

IT ENGAGES CURRENT MEMBERS:

Your brand reinforces pride and satisfaction among members, encouraging long-term loyalty and legacy memberships.

IT SHAPES PERCEPTIONS:

Your brand is the foundation of how members describe your club to their friends, family, and peers.

THE OPPORTUNITY:

Many private clubs overlook the importance of their brand, assuming their reputation or history is enough. But in today's competitive landscape, a strong brand is a strategic tool for growth and engagement. Evolving your brand ensures it speaks to the needs of today's members and future generations.

5. Create a priorities list

Now that you've identified areas for improvement, it's time to prioritize. This section helps you focus efforts on the changes that will have the greatest impact on the club's brand, experience, and identity. Use these questions to guide your prioritization:

WHICH OPPORTUNITIES WILL HAVE THE GREATEST IMPACT ON MEMBER SATISFACTION AND ENGAGEMENT?

HOW CAN THESE CHANGES SUPPORT YOUR CLUB'S FUTURE GROWTH AND VISION?

ARE THERE ANY IMPROVEMENTS THAT CAN BE PHASED IN OVER TIME TO MANAGE RESOURCES EFFECTIVELY?

Review the gaps listed on the previous page. Categorize each improvement based on the impact it will create for the club and the effort required to achieve that change. Use the table below to organize and prioritize your opportunities.

OPPORTUNITY	EFFORT REQUIRED	IMPACT POTENTIAL	PRIORITY LEVEL	NEXT STEPS
EXAMPLE: Energize members with new merch at the pro-shop for the start of the next golf season.	LOW	HIGH	MEDIUM	TALK WITH GOLF PRO ABOUT NEW OPTIONS

TIP: Focus on opportunities that balance high impact with manageable effort. Quick wins build momentum, while long-term goals ensure sustained success.

Your brand journey has already begun

Completing this workbook is an important first step in understanding and improving your club's brand. By identifying gaps, exploring opportunities, and setting priorities, you've already built the foundation for meaningful change.

REVIEW YOUR FINDINGS:

Share your insights with key stakeholders to align on priorities. Refine your plans based on feedback from leadership and staff.

TAKE ACTION:

Start with quick wins to build momentum. Develop a phased approach for tackling long-term goals.

SEEK GUIDANCE:

If you need help executing your brand strategy, consider partnering with experts who specialize in branding for private clubs.

Your club's brand is a living asset—one that evolves with your members, your market, and your goals. Strive for growth and alignment, not perfection, and remember that every small improvement contributes to a stronger, more cohesive identity.

SUSSNER

BRAND STRATEGY & DESIGN
FIRM BUILT FOR PRIVATE CLUBS

Create something worth celebrating



THINK WE
CAN HELP?

inquire@sussner.com
(612) 339 2886

Visit our website
www.sussner.com