



Audubon Nature Institute  
*Celebrating the Wonders of Nature*  
New Orleans, Louisiana

**Audubon Nature Institute**  
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**Situation:**

*Situation:*

Following the completion of the renovation project for the Audubon Golf Club, the Audubon Nature Institute launched an internal review to determine how to best position the newly renovated facility as a profitable component and contributing amenity to its overall operating strategy. The Redford Golf Group determined that a plan should be established that focused on the following objectives:

- Development & implementation of a strategic operating plan
- Development & implementation of an advertising, sales and marketing plan
- Development of a new corporate culture that embraced the team concept
- Creation of a seamless patron experience within the Institute network
- Group interactions are facilitated and continually honed
- Creation and implementation of a Player Development Program



**Action:**

*Action:*

In order to meet the objectives, the Redford Golf Group determined that the Audubon Nature Institute and the Audubon Golf Club would improve department productivity, create additional growth opportunities and impact facility profit if they successfully implemented the following items:

- Review operational budgets bi-monthly and managed to reflect the current business conditions and strategic outcomes
- Develop managers' skills and direct behaviors toward achieving and exploiting results that are within the organizational business profile
- Maintain all of the golf facility assets, physical plant and resources to corporate standards

**Results:**

*Results:*

By implementing the Audubon Golf Club's strategic plan, the Redford Golf Group was able to assist the Audubon Institute with an extremely successful year. The Redford Golf Group:

- Changed the focus to the customer and created a seamless Institute experience
- Helped senior level executives focus on strategic issues instead of micro-managing
- Established necessary operating programs and systems to meet future financial objectives and to adapt to changes in the industry environment
- Created a sense of purpose, direction and clear strategy for the employees which resulted in an increase in customer satisfaction and participation
- Provided them with resources to address the financial shortfall.

