



CMAA PRESENTS

Gregg Patterson - Creating "Big Stick" Emotional Content
During and After the Virus Madness

Monday January 25, 2021 | 10:00am – 1:30pm with Lunch Break

[Register for Zoom](#) | Complimentary for Chapter Members and their Staff

Gather your staff so they can experience the passion of a Patterson program and learn from one of the Masters of CMAA. Now more than ever, members and staff need to feel The Warm Embrace. Questions need answering – What are the characteristics of a “Community of Caring”? What are the tactics clubs can use to create “Emotional Cement” between managers and staff, between staff and members, and between members and club? What role does the management team play in creating these emotional bonds – and what are the tactics, the Social K.P.I.’s, they can use to make Emotional Cement happen?

This *highly interactive* workshop will identify the characteristics of a “Sticky” club and will discuss the role management has and the tactics they can use in generating “Big Stick” Emotional Cement during and after The Virus Madness has been tossed into the dustbin of history. [Watch Gregg’s YouTube Video Especially for This Event.](#)



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