



Members Matter Most

one team. one goal. one mission.

What is a Mantra?

NCC is in the process of introducing a new employee mantra. The best mantras serve as the backbone to a company's decision making process, they impact decisions made both behind the scenes and member facing. A mantra is the compass for driving decisions. Whether reactive, or in the process of ideation, the mantra needs to be the first level for checking both the validity and the priority of any decision. A mantra is a word or phrase that is often repeated, a phrase that expresses something that people believe in. Shown above, the new NCC mantra expresses the belief that all of us working together (Golf / Grounds / House) as one team, in pursuit of one goal, with one mission, can achieve our objective of making member satisfaction our top priority. Watch for more information in the coming weeks as we unveil plans to incorporate the concept of **"One Team, One Goal, One Mission"** into our daily operations.

A Mantra is:

Short - Effective mantras say much in as few words as possible.

Simple - The less complicated the phrase, the easier it will be to remember and display. Utilize smooth-flowing, easy language to create an effective statement.

Sustainable - The mantra should be pivot proof – not subject to change. Mantra's are the compass of an organization, and the points on a compass never change.

Powerful - A mantra should pack a punch. Use powerful words to make an impact that rings true.

Precise - A mantra should reflect exactly what you believe about your company. It should be a statement that hits home with your staff.

Sincere - Mantras should be honest, transparent and thoroughly sincere.

Repeatable - Mantras are composed of words strung together that meld well together so they can be said over and over again with ease. The definition of a mantra is a phrase that is repeated for effect. A statement that you find compelling enough to repeat without alteration.

Memorable - An effective mantra is one that remains in the mind long after it is first heard. In order to make a mantra more memorable, you should attempt to create a mental picture with words.

Mantras - A mantra should resonate with employees. More than a slogan, a mantra describes what you value and how you approach every aspect of your business.



Mantra – What does it mean? How is it used?

As discussed prior, a mantra serves as the backbone to a company's decision making process. A mantra should impact decisions made both behind the scenes and member facing. A mantra is the compass for driving decisions. Whether reactive, or in the process of ideation, the mantra needs to be the first level for checking both the validity and the priority of any decision.

With this in mind it's important to note that in our mantra the word MemberS is plural. This is done to emphasize the importance of acting in the best interest of the membership a whole as opposed to a single individual.

Used properly, the mantra should assist in driving all decisions no matter how big or small. If you are at a decision point ask yourself - "MemberS Matter Most", what action should I take. As long as you are acting within the boundaries of the Club's "Rules and Policies", (as adopted by the MemberS of the Club), then you should rely on the mantra to help guide your decision. It could be something as simple as a member requesting to order dinner after 9 pm, or something more complicated such as a member requesting special consideration for an extended leave of absence. In both cases a decision is required and the mantra can assist with the process.

If the kitchen still has the ability to prepare dinner, and since doing so is not contrary to the Club's "Rules and Policies", we should work to accommodate the request to the best of our ability. In this example, we may have to let the member know that the kitchen is closed but we will do our best to meet their needs.

In the second example, if a member asks to extend their leave of absence we would rely on the "Rules and Policies" (in combination with the Club's mantra) to help guide the decision process. In this case the MemberS of the Club have voted to adopt certain rules regarding leave of absence. These rules were adopted out of a sense of fairness to all the MemberS of the Club. If the request for an extension can be accommodated while working within the confines of the "Rules and Policies", then the Club should do what it can to accommodate the request. Provided that the best interest of the membership as a whole is preserved.

These examples are meant to illustrate the use of the mantra in action. The mantra should be used as a compass that drives the decision process no matter how big or small. Remember, the mantra expresses the belief that all of us working together (Golf / Grounds / House) as one team, in pursuit of one goal, with one mission, can achieve our objective of making member satisfaction our top priority.



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Mantra – A Picture Is Worth A Thousand Words

One of the standards of an effective mantra is that it should remain in the mind long after it is heard. In order to accomplish this, the best mantras create a mental picture with symbols. Shown above, the NCC mantra visually symbolizes the belief that all of us working together (Golf / Grounds / House) as one team, with one goal and one mission, can achieve our objective of making member satisfaction our top priority.

The image depicts three different colored individuals with their arms intertwined, supporting each other. In the heart of the image is the iconic NCC Pump. The three individuals represent the three departments of the Club; Golf, Grounds, and House. Each department relies on the other for support. Much like a three legged stool, if one department falls then they all fall. Only by working in unison can the legs of a stool function properly. With their arms interlocked, the individuals in the image represent a strong united team that works to support each other. The different colors express the idea that we embrace the diversity of all of our team members. In the center (heart) of the image is the NCC Pump. The human heart is centrally located in the chest, and is often characterized as a pump which is essential for survival. Likewise, the NCC Pump is a symbol of stability that is essential to the history of the Club.

The NCC Pump has a long and storied past that predates the golf course. In 1869 Delcar Sleight (whom Sleight Street is named after) drilled a well on the property and ordered the installation of a windmill and pump so he could water his cattle and goats. His livestock sustained themselves by drinking from the cool water pumped by the gentle breezes. In 1921 the Sleight family sold their property to the founding fathers of Naperville Country Club. Deteriorated by age, the windmill was dismantled in 1947 but the hand pump remained. From 1921 until 1973, the hand pump existed as the only source of drinking water on the golf course for the weary and thirsty golfers to sustain themselves. The Pump was the first object man put on this property to utilize the lands natural qualities. Even though the well was capped in 1995, the hand pump was saved. It is now located outside the Halfway House. Though it no longer provides water, the Pump remains as a sustainable symbol of the Club's simple rural beginnings.

A picture is worth a thousand words - the image associated with the NCC mantra is meant to express several core beliefs. Most importantly it expresses the belief that all of us working together (Golf / Grounds / House) as one team, in pursuit of one goal, with one mission, can achieve our primary goal of member satisfaction.