



Smarter, Safer, Stronger Clubs

One Step Back, Two Steps Forward

Why the clubs that feel too busy to implement Obbi are the ones who need it most

For General Managers, CEOs, and Club Leaders

The Busiest Clubs Move First.

The cost of managing risk manually is hidden in the daily grind. Here is how it usually starts:

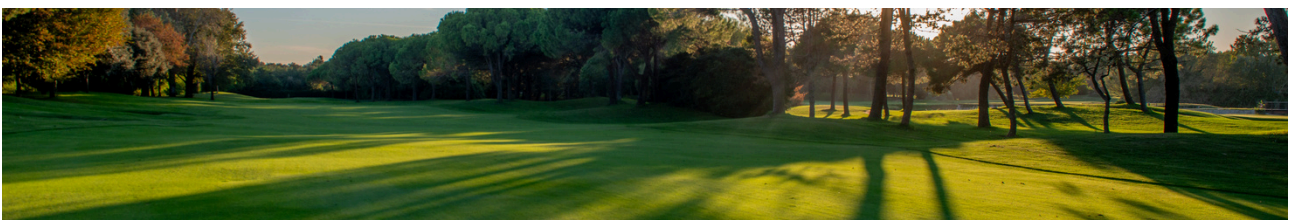
“We know we need something like this. We just don't have the capacity right now to implement a new system on top of everything else.”

It's a reasonable position. Running a premium golf club is relentless. Compliance checks, staff management, member expectations, board reporting, facilities maintenance - the list doesn't stop. Adding a platform implementation feels like adding a brick to a full backpack.

But here is what this paper is going to challenge: the clubs that say they're too busy to implement Obbi are, in almost every case, too busy because they don't have a system like Obbi.

The busyness and the gap are the same problem.

What follows is a practical, honest look at what implementation actually involves, what the short-term dip looks like, and why the clubs that commit to that one step back consistently report that two steps forward was an understatement.



The Real Cost of Staying Still

Most clubs that delay aren't managing risk well. They're managing risk manually - and the cost is hidden in the daily grind.

Consider what a typical week looks like without an operational assurance platform:

- A department head asks if the fire equipment check was done last month. Someone has to find the paper.
- A staff member's first aid certificate expired. Nobody knew until a shift was starting.
- An incident happens on course. The GM spends hours reconstructing the documentation trail.
- A board member asks about the club's risk position. The answer is a best guess.

None of these are catastrophic on their own. But they accumulate into hours of reactive work every week and they leave the club exposed in the moments when evidence actually matters.

Staying still is not a neutral position. It is a daily accumulation of hidden cost and growing risk.

"From a compliance perspective, we now have a one-stop shop - so we don't miss renewals, anything that's expiring."

Simon Baker, General Manager, Roehampton Club Multi-sports Club

What Implementation Actually Looks Like

Implementing a new system is a genuine challenge. Clubs don't need a login and a help doc — they need expert-led support that gets them to value fast. That's what **Obbi Activate** is. And here's what makes it different from any other platform implementation: you're not building from scratch. Obbi is built for clubs. There's a library of club-specific risk assessments, checklists, documents and safety training videos, so your team has a head start instead of beginning from scratch. Focus on your highest-value areas first, and the return comes faster than you'd expect.

Obbi **Activate**

	Discover - Understanding your club	We start by understanding your club. What are you already doing well? Where are the gaps? Together, we map your compliance picture so you can see exactly where you stand.
	Prioritize - Focus on what matters most	You identify two or three team members who embrace new tools. This isn't a company-wide rollout - it's a quiet, practical shift in how work gets recorded. We help you focus on the areas that matter most to your club, your insurer, and your team.
	Activate - Evidence builds from day one	Your team starts using Obbi for training and daily checks, built around their existing routines. Evidence builds itself from day one. We support you through setup and beyond.

Ed Chapman at Royal Auckland and Grange Golf Club - one of 64 Royal clubs in the world, a 2,000-member club with 60 staff - describes the journey honestly:

“Any new thing you bring into a club always takes a bit of time to get the buy-in with the staff. Having someone there who knows the system intimately was really helpful. Over time we made sure we had a few champions in our teams to really push the adoption - and that was critical for us.”

Ed Chapman, CEO, Royal Auckland and Grange Golf Club



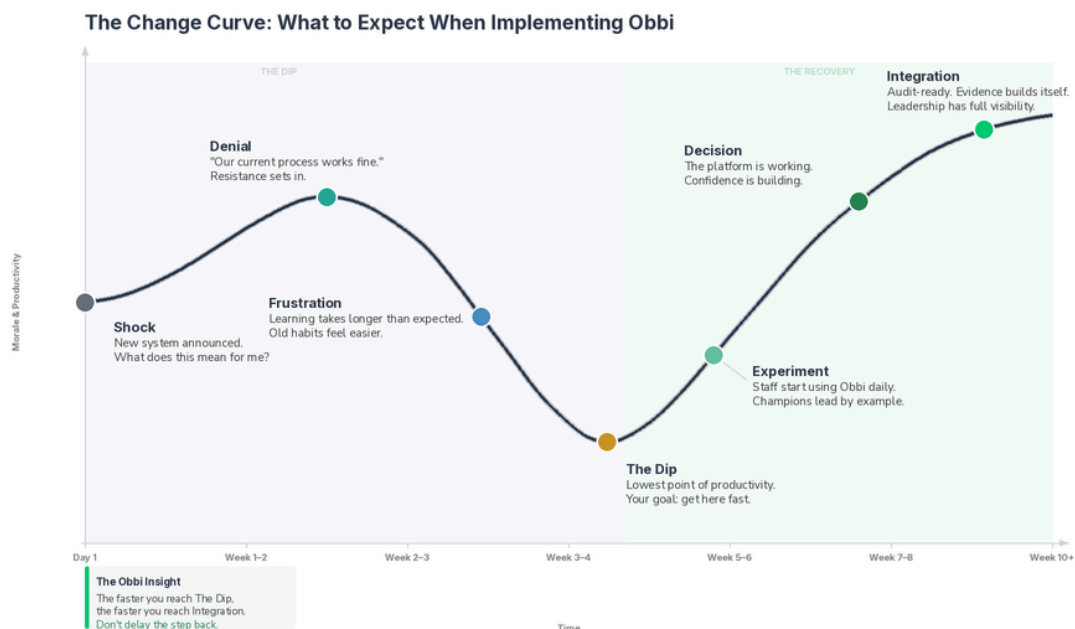
One Step Back: The Change Curve Is Real

This is the part most vendors skip. There is a learning curve. Operations may dip slightly in the first few weeks. Expect it. Plan for it. And understand why it's worth it.

“Get people to the bottom of the change curve as quickly as possible. The first step is shock and denial, then frustration, before the upward curve. Get them past the initial steps - because that's the bottom before you can bring them up.”

Ed Chapman, CEO, Royal Auckland and Grange Golf Club, talking about The Kübler-Ross Change Curve

The short-term dip is not a reason to delay - it's a reason to start sooner. The clubs that hesitate because they're worried about disruption are adding months of hidden cost and growing exposure. There might be a step back. But what follows is not a return to where you were - it is a structurally different, more defensible, less reactive operation. The clubs that delay by six months don't save six months of disruption. They add six months of accumulated risk and competitive disadvantage.



Two Steps Forward: What Changes

After 18 months with Obbi, Ed Chapman describes his day differently:

“For me personally, having instant notifications when there's an incident gives me peace of mind that I can see it straight away and know if I need to follow up or if the team has it under control. It used to be someone would come into the office, get a bit of paper out of a filing cabinet, fill it out, leave it on a desk somewhere, and then maybe it would get to me.”

Ed Chapman, CEO, Royal Auckland and Grange Golf Club

That is the two steps forward - not just a faster process, but a fundamentally different relationship between leadership and operations.

The Comparison

Before Obbi	With Obbi
Incidents reported by paper, left on a desk	Instant notification to the GM the moment it's logged
Compliance evidence hunted down after the fact	Audit-ready evidence trail built automatically as work gets done
Certifications expire before anyone notices	Automated reminders before the expiry date
Board questions answered with a best guess	Live dashboard - the board sees what you see
Time spent chasing whether tasks are complete	Overdue tasks surface automatically - no chasing required
Scattered paper files across departments	One system. Every department. One standard.

Change Management: The Practical Playbook

The single most common reason implementation stalls is not the technology - it's change management. Here is what works:

1. Pick your starting point

You don't have to roll out everything at once. Choose one area - incident reporting, daily checks, training records. Start there. Do it properly. The wins from that first area build the appetite for the next.

2. Find your champions, not your converts

Every department has someone who embraces change. That person, not necessarily the department head, is your champion. Give them early access, give them credit when adoption works, and let them demonstrate value to their own team. Buy-in comes from participation, not top-down directives.

3. Don't mandate. Demonstrate.

Invite your operations director to a demo. Get your facilities supervisor to see how their task list works. When teams see that Obbi makes their day easier, not harder, adoption follows naturally.

4. Get to the bottom of the change curve fast

Acknowledge that the first few weeks involve learning. Don't let uncertainty drag. Clear expectations, active support, and a few visible wins early on compress the adjustment period.

5. Show the board and other stakeholders what it means for them

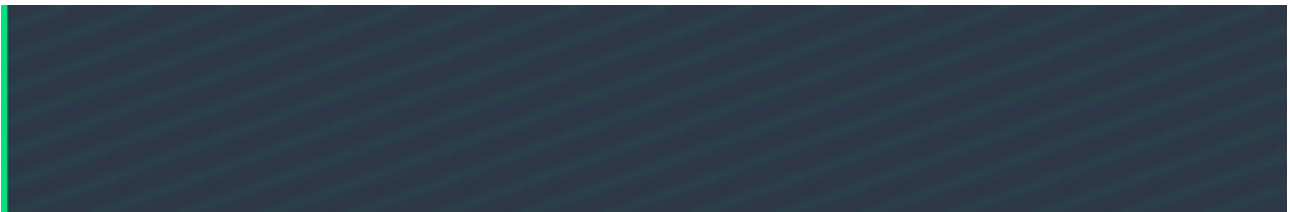
The ability to show live incident reporting, risk assessments, and safety actions in a board meeting changes the conversation entirely.

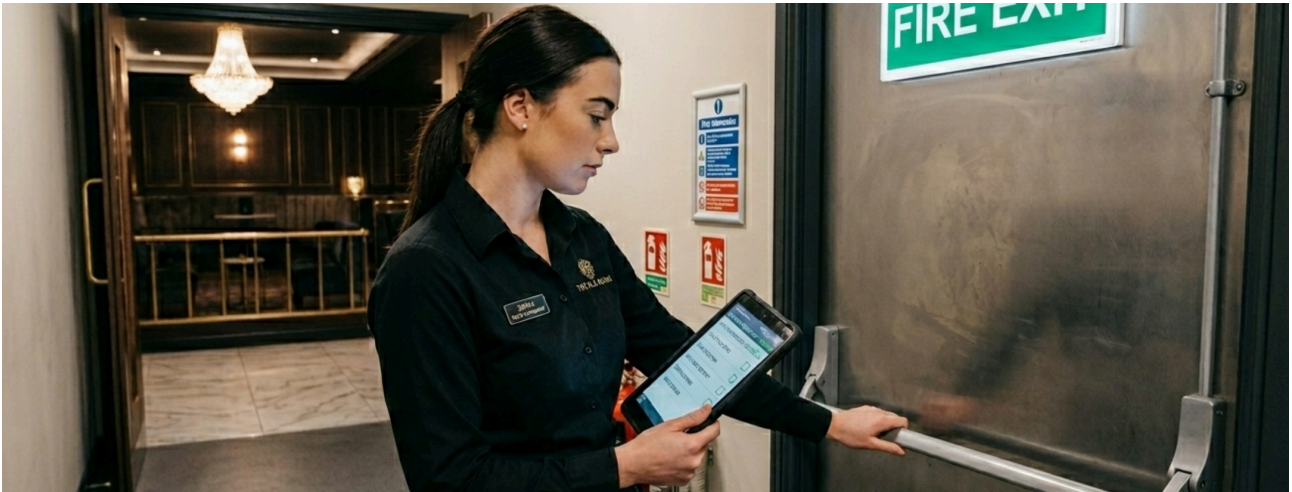
"Having a platform where I can show the board how we have reporting, where incidents are reported, what safety actions we're taking - it really helps give the board and myself peace of mind around what we're doing and what our processes are."

Ed Chapman, CEO, Royal Auckland and Grange Golf Club

Addressing the Real Objections

What we hear	The honest answer
<i>We don't have time to implement right now</i>	The time you're spending on reactive admin, paper chasing, and compliance catch-up is the time implementation saves. The busier you are, the more you need it.
<i>Our team won't adopt it</i>	You don't need everyone on board immediately. You need two or three champions per department. Obbi is designed for real operations - staff find it intuitive because it fits how work actually gets done.
<i>We already do all our checks on paper</i>	Paper can work, but can you find the right record in seconds when an insurer, regulator, or solicitor asks? Paper is slow, easy to miss, and rarely complete enough to defend you when it counts.
<i>It'll add more admin to my plate</i>	It replaces scattered admin with visibility and structure. The GM gets notifications, not paperwork. The system does the chasing.
<i>We've never had a major incident</i>	The question isn't whether something will happen - it's whether you can prove you took reasonable steps when it does.





What the Best Clubs Are Building Right Now

The best clubs are already moving beyond basic compliance and reactive management. Three things separate them from the rest:

Connected platform, not isolated tools

Single-purpose solutions create a fragmented picture. When compliance, safety, training, maintenance, and incident management connect in one place, leadership sees the whole operation - not scattered pieces. Decision-making replaces problem-chasing.

Evidence over assumption

Time-stamped audit trails are not administrative overhead they are the proof that protects your club, your team, and your reputation when it counts. If it isn't recorded, it didn't happen.

Measurement that drives consistency

What gets measured gets managed. What gets done consistently across every department and site builds the member experience, protects the club's reputation, and creates competitive advantage. The best clubs don't rely on who is on shift, they rely on systems.

The Obbi Difference

Obbi Club is the complete platform for operational governance that helps premium clubs protect standards, reduce risk, and prove compliance, creating smarter, safer, stronger club experiences that members can feel.

"I would say to any clubs not using Obbi - you are missing a trick. It can definitely help with your safety and compliance, it will save you money, and it will definitely help in your daily operations."

Michael Bent, IT Manager, Roehampton Multi-sports Club

One Practical Step

Start where you are. Learn by doing.

You do not need to transform your entire operation overnight. Pick one area - incident reporting, daily checks, training records, and commit to doing it properly, with a system that builds the evidence as your team works. The learning curve is real. The step back is real. And the two steps forward that follow will change how you run your club.

"If you care about your club and governance is something that matters to your board, then to me it's a no-brainer. Of all the ones I looked at, there was nothing simpler to learn - the others resemble something you need a PhD to work."

Ed Chapman, CEO, Royal Auckland and Grange Golf Club

Before Obbi



Fragmented, Reactive Undefendable

With Obbi



Everything Connected, All Under One Platform

Trusted by



Smarter, Safer, Stronger Clubs

Book a 30-minute call to see how Obbi fits your club



www.obbi.club
hello@obbi.club