The Story of Golf: From Origins to Modern Business Conversation

Key Concepts Covered

- Staying updated on golf's current events can spark meaningful conversation on the course.
- Golf originated in 15th-century Scotland-shepherds knocking stones into rabbit holes.
- By the 1700s, St Andrews became golf's spiritual home, spreading the game globally.
- 20th-century icons like Bobby Jones, Ben Hogan, Arnold Palmer, and Jack Nicklaus elevated the game.
- Tiger Woods revolutionized golf with dominance, diversity, and global influence.
- Women's legends like Babe Zaharias, Nancy Lopez, and Annika Sorenstam defined the LPGA's rise.
- Trailblazers like Lee Elder and Charlie Sifford broke barriers for minority golfers.
- Today, stars like Nelly Korda and Lydia Ko push women's golf forward.
- Controversial leagues like LIV Golf are reshaping the pro game, drawing major names and headlines.

Pro Tips

- Mentioning current players, tournaments, or news shows you care about the game-and makes small talk easy.
- A few historical golf facts can instantly impress clients or colleagues on the course.
- Stay balanced-don't dive too deep unless you know your partner is equally passionate.

Next Step: Watch the 'Story of Golf' video in your Golf4Biz Learning Center