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Syngenta Business Institute: An innovative professional business development program for superintendents.

Golf course superintendents have increasing requirements to not only deliver outstanding turf conditions, but to also possess excellent business and managerial skills. For this reason, the Syngenta Business InstituteSM (SBI) was created as an innovative professional business development program for superintendents.

Since 2009, Syngenta has partnered with the Wake Forest University School of Business, which is renowned for its nationally-ranked MBA executive business program and first-class instructors, to bring this valuable educational experience to superintendents.

Syngenta has a long history of providing innovative products, and through SBI, Syngenta helps superintendents with their day-to-day operations.

Over the last decade, more than 250 superintendents have received hands-on, practical knowledge to enhance their business intelligence and leadership skills for their professional development.

This unique, three-day program provides a business management curriculum including:

- Financial management
- Managing generational and cultural differences
- Leadership skills
- Effective communications
- Negotiation tactics and more

After completing the curriculum at SBI, superintendents will possess enhanced business management skills that can be used immediately upon return to their golf course.



Application Process

Golf course superintendents can apply for the 2019 Syngenta Business Institute that will take place December 3-6, 2019.

Approximately twenty-five superintendents will be selected to participate in this elite program.

To be considered, candidates must fill out an application, which includes a short essay on why you should be selected to attend SBI. Beginning **March 1, 2019**, the application can be accessed online at **GreenCastOnline.com/SBI**.

Completed SBI applications are due Tuesday, August 13, 2019, but may be submitted starting March 1. Participants will be notified of their acceptance into the 2019 Syngenta Business Institute class in October.



Proven Success

Over the years, superintendents from across the country have been praising this program for its effectiveness and impact on their careers. Check out reviews from the Syngenta Business Institute Class of 2018:

"I thought the Syngenta Business Institute was phenomenal. The sessions about leading across cultures and generations and motivating employees really helped me better understand the people on my crew and what motivates them. I would highly recommend attending SBI - at the end of the day it will make you a better professional."

Justin VanLanduit, golf course superintendent
Briarwood Country Club, Deerfield, Illinois

"People told me about the Syngenta Business Institute before, but it was even better than I expected. Usually these events are focused on managing turf, but this gave us tools to become better leaders. The session on leading across different cultures really opened my eyes as to how my crew works and ways I can be a better manager for them. It's worth every effort to apply and is a great investment of your time."

KD Davis, golf course superintendent
Royal Oaks Country Club, Dallas, Texas

"Everything about the Syngenta Business Institute was exceptional. The sessions get you thinking outside the box. But the most value comes out of the interactions with fellow superintendents. I would push anyone who is interested to apply. You have to do it if you are serious about your career."

Logan Murphy, golf course superintendent
Pinehurst Resort & Country Club, Course No. 8, Pinehurst, North Carolina

"I had an idea of what I thought I would get out of the Syngenta Business Institute and it was more – it exceeded my expectations. The sessions really help you break down barriers and get you out of your comfort zone, and it was encouraging to hear that other superintendents from across the country are facing the same challenges as me. You will get a lot more out of SBI than you may think, both professionally and personally."

Robert Alonzi, golf course superintendent
Fenway Golf Club, Scarsdale, New York

To learn more about the Syngenta Business Institute and how you can apply, please visit [GreenCastOnline.com/SBI](https://www.GreenCastOnline.com/SBI) or talk with your local Syngenta territory manager.

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