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 Institute℠ (SBI) was created as an innovative professional business development program for superintendents.

For 10 years, 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 course of the last decade, more than 225 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 2018 Syngenta Business Institute that will take place December 3-6, 2018.

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, 2018, the application can be accessed online at GreenCastOnline.com/SBI.

Completed SBI applications are due Tuesday, August 14, 2018, but may be submitted starting March 1. Participants will be notified of their acceptance into the 2018 Syngenta Business Institute class in October.
Proven Success

December 2018 marks the 10th anniversary of SBI. And 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 2017:

“The Syngenta Business Institute is the best education event I’ve ever been to. It exceeded expectations and it was refreshing not to hear a sales pitch. The ‘Leading Across Cultures and Generations’ session, in particular, was good information that you don’t always consider. It helps you think about cultural differences, and how people may work or learn differently from you.”

Michael Dunk, CGCS, The Trophy Club Golf Course, Lebanon, Indiana

“All of the classes at the Syngenta Business Institute feel like they’ve been designed to make you take a step back from the day-to-day grind and look at yourself. It’s important for us to engage like this and widen our support network within the industry. SBI is a must-do on the bucket list of conferences. It’s very self-rewarding and eye-opening about how to manage your career and course.”

Josh Pope, golf course superintendent, The Old White TPC at The Greenbrier, White Sulphur Springs, West Virginia

“Programs like the Syngenta Business Institute are required to understand the new generation of leaders. It showed me that it’s okay to have a different leadership style, and that the definition of leadership is very diverse and inclusive. The program also allows you to build camaraderie and a network of fellow superintendents with years of experience. You can’t replicate the experience and relationship building like this.”

Carlos Arraya, CGCS, Bellerive Country Club, St. Louis, Missouri

“It really motivated me to see seasoned superintendents take time to come to this event and learn. They’re driven and committed to improvement and that will make their already successful operations even better. The Syngenta Business Institute provided us with an opportunity to take time away from the courses and look inward at our organizations and ourselves. I learned invaluable lessons about myself and my team that I can take back and use to make my organization better.”

Ryan Swilley, golf course superintendent, Gulf Stream Golf Club, Delray Beach, Florida

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