

Bubba's and Business Consistency Factors

I watched the Masters and the most consistent guy won. Bubba Watson not only won the 2014 Masters Golf Tournament by hitting the longest drive at 366 yards on the 13th hole on Sunday but consistently out drove the field. Bubba averaged 305.63 yards off the tee and more importantly hit all but one fairway during his round on Saturday. Consistent and long with the driver, tied for fifth in greens in regulation, hitting 50 of 72 for the week, and 16th in putting. Those statistics add up to a second Green Jacket for Bubba. Consistency also wins in business. I thought about what makes Bubba consistent in all parts of his game and how those characteristics also provide keys to business success.



Bubba's Consistency Factor	Comment	Business Success	Comment
Golf Clubs	Bubba's Ping Pink Driver is one of a kind.	Systems and Technology	A successful business weaves together a set of systems and technologies to outpace competition
Training and Practice	Bubba played the Nationwide Tour on his way to the big show.	Hard Work	Training, working hard, learning from experts and ongoing education
Sponsors Team	Ping, Travis Mathews, All Sport, Marquis Jet	Employees/ Service Providers	High performing employees and service providers define the business' expertise and capabilities
Strategy	Bubba's strategy for the 2014 Masters was a good one: hit it further than everyone, straighter than almost everyone, and as a result hit more greens than basically everyone.	Precise, concise and quantifiable business plan	Defining the niche plan for a business and having the discipline to focus on your chosen niche and value add will facilitate success. Once you have a plan, then execute, iterate, repeat.
Powerful Swing that plays to Bubba's strengths	Bubba's frenetic and fidgety temperament contributes to his unique and powerful swing. Even though Bubba is the Longest Driver on the PGA Tour, hitting the ball really far, it turns out, wasn't all that important in the Masters. In fact, it was probably the least important determining factor compared with Driving Accuracy and Greens in Regulation.	Leverage skills, education, talents, expertise and experience	Successful business enterprises capitalize on their strengths. In my case, I leveraged my UCLA education, IBM Financial Industry Sales, CB Commercial Brokerage Mortgage and Title Software industry and sales expertise to develop an industry leading Hard Money Lending and Trust Deed Investment platform
Adjust the Strategy for the Circumstance	Bubba teed off with a 4 wood on the 72nd hole to ensure accuracy	Continual improvement	Stay current, watch trends, react to a changing landscape

Mortgage Vintage consistently offers the fastest and most professional Hard Money Loans and Trust Deeds in the marketplace. How do you develop consistency? We would like to know. Please submit a post on our [Mortgage Vintage, Inc. Facebook Page](#) or our [LinkedIn Company page](#). If you enjoy discussions like this, please sign up for our [Linked in Group](#) called Southern California Trust Deed Investment Group.