

# TANDEM CLUB PARTNERS

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## PERSPECTIVE

### It's Lonely at the Top: Why Club Professionals Need Professional Therapy

Family. Friends. Employees. Members. Board Members. Vendors. Self. These are all people that demand a Club Professional's attention, time and guidance. It can be taxing, both physically and emotionally, to be at the top of the organizational chart and the psychological weight can become overwhelming. Add to this the fact that few truly understand what it is like to be in the complex, multi-moving part world of hospitality AND that you are constantly educating, re-educating and managing a rotating volunteer board, and the feelings of being misunderstood and alone can compound. It truly can be lonely at the top.

Even prior to the pandemic, workplace coaching and counseling was becoming more prevalent in the world's top companies. Positions similar to that held by the character Wendy in the Showtime series *Billions* were becoming commonplace to provide all employees, from top to bottom, with an outlet that understood the particular workplace environment and industry. Not only does this person create a safe space for the staff, but they are a third-party professional that understands, first-hand, what the employee is experiencing AND who has the ear of those in charge who can make adjustments, if adjustments are needed.

The drawback is that these workplace therapists are not cheap or easy to find. Additionally, the more traditional mindset of many boards simply doesn't buy into this need and getting approval of an additional high salary, that is not viewed as providing anything tangible to the member experience, can be an uphill battle. However, what is not an uphill battle is partnering with the only firm that specializes in counseling club and hospitality professionals...yes, yours truly. Shameless sales pitch? Well, view it how you will, but there is clearly a need in our industry for counseling, both professional coaching AND professional well-being, that understands the pressures, nuances and incredible challenges faced at all levels of the club management spectrum.

Tandem's Laurie Benjamin says, "Professional therapy is needed now more than ever. As a Human Resources Director in the club industry for 25 years, I was the in-house 'therapist' for everyone. Sometimes they needed love, sometimes they needed a kick in the pants, but they all had a need that they were comfortable talking with me about." Laurie continues, "That's when it hit me that we couldn't be the only club that needed this. Clearly there is a void in not just the club workplace, but all workplaces. I saw the impact I was having on the team that translated to the operation—it was incredibly rewarding."

For more information on Tandem Club Partner's professional services, visit us at [www.tandemclubpartners.com](http://www.tandemclubpartners.com).