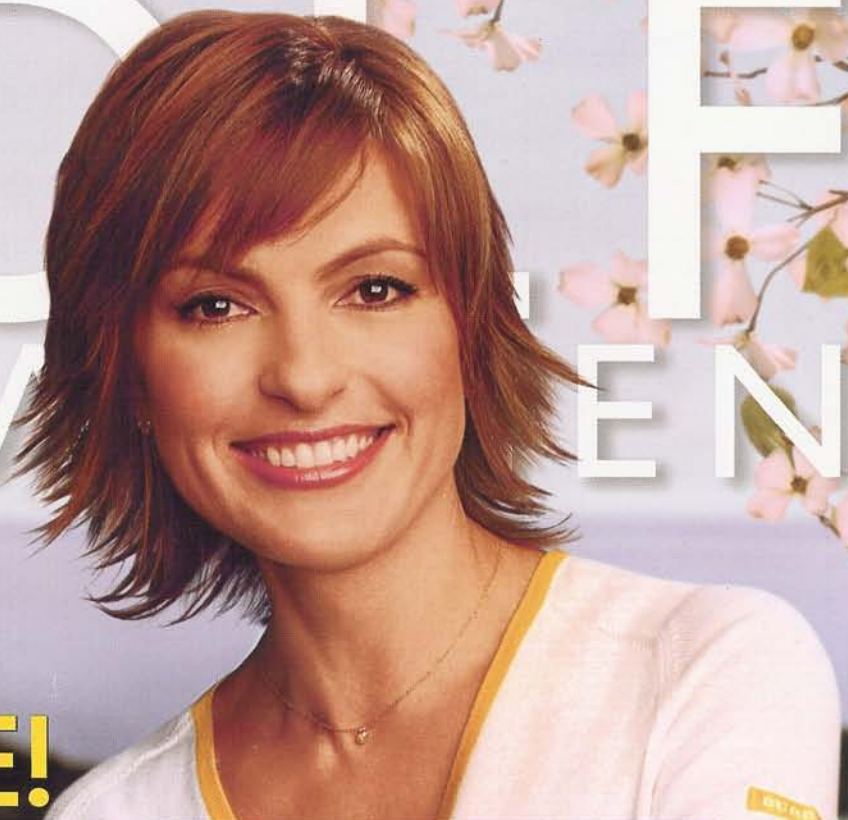


GOLF FOR WOMEN

A GOLF DIGEST PUBLICATION

GET IN THE GAME!



If you're not using golf to drive your career, you're wasting a valuable asset. Over-achievers who have made the game work for them share 10 strategies you can use, too.



How to Succeed In Business (By Playing Golf)

By Dana White
Illustrated by Yvetta Fedorova

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Be classy. Play to win, but whatever you do, win with style. Hilary Bruggen, 43, is a former director of global marketing for KPMG and founder and president of Strelmark, a business development firm in Washington, D.C. (She also parlayed her love of golf into a regular gig on NewsChannel 8's *Capital Golf Weekly* show.)

Bruggen, a 9-handicap, recalls one time where she beat her boss. "I was reveling in it," she says. "Someone came over and whispered, 'That's not a CAM—a career-advancing move.'" Now, if Bruggen plays well, she plays it down. "If I have a good drive and a client doesn't, I'll say, 'That was a good shot you had on the last hole,'" she explains. "Take the attention off your game and keep it focused on theirs. That's the way to gain likability on the course. Always watch their ball in the air—the direction, the absolute spot it lands. If you find that ball, they'll be so relieved. They'll see you as someone who's on top of things, who pays attention to detail. They'll become dependent on you. That's what business is about: depending on people, believing in them."