

# GAP

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# Torresdale's Kaufman marries leadership, golf in magical book

By Tony Regina

## “Is that the magic woman?” Pete Madden asks.

Karen Kaufman, regaled in a refining red dress, rises and returns the greeting. Madden is a friend, though fan is also a fitting classification given his icebreaker.

Kaufman, a Union League Golf Club at Torresdale member, is the author of “MAGIC: MAKING A GOOD IMPRESSION COUNT On and Off the Golf Course.” Released in November 2024, the tome twines her business acumen as an executive coach with her passion for golf.

“I always wanted to write a book. That was on my bucket list,” Kaufman, 71, of Philadelphia, Pa., said. “I like reading short, punchy, provocative books that I can pick up, get something from in a short amount of time that will make my day better. I wanted something under 100 pages where I could impart the 25,000 hours of executive coaching that I have provided and over 1,000 seminars in a way that would be compelling, actionable, thought-provoking and interesting.”

Magic is a theme in print and in person. Each chapter is punctuated by a set of magical nuggets (e.g. self-awareness and self-regulation are necessary qualities in golf, leadership and life). Magic is responsible for Kaufman's golf story. In 1995, she took a lesson at The Golf Farm (Voorhees Golf Land today) in Voorhees, N.J.

“As an executive coach, in the spring and summer I would hear my female clients say to me, ‘The men are on the golf course networking, and I am stuck in the office.’ And I heard it enough times that I said to myself, ‘I have to see what golf is all about,’” Kaufman said. “So, I started reading and watching a few things. I thought, ‘Maybe I’ll take a couple lessons.’ From my first lesson and my first swing, something about golf felt magical. I knew I had found my game. I like to urge people, especially women, to get into the game earlier. Golf is not a game of perfection, but you can make progress, and that builds confidence.”

Consider confidence a characteristic

crucial to Kaufman's career. Her entrepreneurial spirit throughout childhood suggests so. Kaufman conducted backyard fairs for charity, designed and sold potholders and created a business specializing in sand-crafted terrariums and hanging

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“MAGIC: MAKING A GOOD IMPRESSION COUNT On and Off the Golf Course” is available online via retailers such as Amazon.

baskets. An Abington Senior High School alum, she graduated with a bachelor's degree in business from Philadelphia College of Textiles & Sciences (Thomas Jefferson University today) and earned a master's degree in organizational dynamics from the University of Pennsylvania in 1994.

“My first job was in the executive training program for a chain of Philadelphia department stores. I had a wonderful

boss, and that's where I learned the power of mentorship and experience, someone being committed to my success. I promised myself back then that I would do the same for others,” Kaufman said.

Through her position, Kaufman opened a “dress for success” department tied to a then popular trend. Another magical moment.

“I thought, ‘Maybe I can do it for myself.’ I resigned from my job, took out a \$7,000 loan, hired an accountant, an attorney and a graphic designer, and Karen Kaufman, a personal fashion consultant for men and women, was launched,” Kaufman said. “We went from dress to speech to etiquette to communication. You can't give people what you don't have yourself.”

**K**AUFMAN and her late husband Don started The Kaufman Partnership, Ltd. in 1986 and later developed the Kaufman Impression Management System®, a leadership training tool used by more than 50,000 individuals nationwide.

“I knew that as a female executive, you need to be able to really speak the language of golf,” Kaufman said. “We are vulnerable on the golf course. Golf is one of the few places adults voluntarily put themselves in a situation where their emotions become visible. The game exposes impatience, entitlement, insecurity, competitiveness, distraction and ego. On the other hand, it offers an opportunity for us to practice composure, humility, courtesy and focus.”

Nancy Moses, an award-winning author and past chair of the Pennsylvania Historical and Museum Commission, met Kaufman through The Forum of Executive Women.

“For many years, she wanted to share how amateur golf had made a substantial difference in the quality of her life, her professional life as well as her leisure activity. This was a dream of Karen's, and she worked very hard to create a book that would inspire others – not just golfers and not just women – to reach for their personal best,” Moses, 77, of Philadelphia, Pa., said. ○