

GCMA ADVANCED

Management Certificate

Leading and Managing People

Officially recognised by



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GCMA **ADVANCED**

Management Programme



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Leading and Managing People

Developing confident leaders for successful golf clubs

Designed specifically for golf club managers and leaders, this practical and interactive programme develops the leadership, people management and influence skills needed to lead high-performing teams, deliver exceptional member experiences and work effectively with committees, boards and stakeholders.

Through a combination of leadership diagnostics, coaching, practical exercises and real-world scenarios, delegates will build the confidence and capability to lead people, manage performance and create a positive club culture.



Leading and Managing People

Programme Objectives

Participants will learn how to:

- ☑ Lead with greater confidence, authority and resilience
- ☑ Understand and adapt their leadership style
- ☑ Manage performance and accountability effectively
- ☑ Hold difficult conversations with confidence
- ☑ Use emotional intelligence to strengthen relationships
- ☑ Influence members, committees and boards positively
- ☑ Build high-performing teams and service cultures
- ☑ Create a practical leadership development plan

Pre-Programme Preparation

Delegates will:

- ☑ Complete an Insights Discovery Profile
- ☑ Prepare for a real performance management conversation
- ☑ Review a Leadership Guidebook
- ☑ Identify a current leadership or influence challenge within their club



Leading and Managing People

3-Day Programme Schedule

DAY 1

Leadership and Performance

- ☞ Leadership vs Management
- ☞ Insights Discovery and Self-Awareness
- ☞ Leadership Styles and Impact
- ☞ Managing Performance
- ☞ Setting Objectives and Expectations
- ☞ Preparing for Practical Coaching Sessions

DAY 2

People Management and Influence

- ☞ Performance Conversation Practice
- ☞ Coaching and Feedback Skills
- ☞ Emotional Intelligence
- ☞ Building Trust and Relationships
- ☞ Influencing Styles
- ☞ Creating Win-Win Outcomes

DAY 3

Individual Coaching and Personal Development Planning

- ☞ Practical Leadership Simulations
- ☞ Difficult Conversations
- ☞ Individual Coaching Sessions
- ☞ Personal Development Planning
- ☞ Reflection and Action Planning



Leading and Managing People

Delegate Learning Outcomes

By the end of the programme delegates will be able to:

- ☑ Understand their leadership strengths and development areas
- ☑ Conduct effective performance and appraisal conversations
- ☑ Deliver feedback confidently and professionally
- ☑ Handle difficult conversations constructively
- ☑ Build stronger relationships with staff, members and stakeholders
- ☑ Influence others more effectively
- ☑ Lead teams with greater confidence and accountability
- ☑ Apply practical leadership tools immediately within their club

Included in the Programme

- ☑ Insights Discovery Personal Profile
- ☑ Leadership Guidebook
- ☑ Leadership Development Diary
- ☑ Personal Development Plan
- ☑ Individual Coaching Sessions
- ☑ Practical Leadership Toolkit
- ☑ Ongoing Peer Support Network



Leading and Managing People

Benefits for your Golf Club

Stronger Leadership

- ☑ More confident and capable managers
- ☑ Improved decision-making and accountability
- ☑ Enhanced leadership succession and talent development

Better Team Performance

- ☑ Clearer expectations and objectives
- ☑ Improved staff engagement and motivation
- ☑ Stronger performance management practices

Enhanced Member Experience

- ☑ More engaged and customer-focused teams
- ☑ Improved communication and service standards
- ☑ Better management of member expectations and concerns

Improved Governance Relationships

- ☑ More effective communication with committees and boards
- ☑ Greater stakeholder engagement and influence
- ☑ Stronger collaboration across the club

Delegates return to their golf club with the confidence, skills and practical tools to lead people effectively, improve team performance and create an outstanding experience for members and stakeholders.



Leading and Managing People

Who is this Certificate suitable for?

- Golf Club Managers
- Deputy Golf Club Managers and those aspiring to become a Golf Club Manager
- Department Heads
- Honorary Secretaries

Course length: 3 days (Residential)

CPD points: 40



in Leadership and Personal Development

- By completing this Certificate you will also achieve the GCMA Advanced Management Award in Leadership & Personal Development

BOOK NOW





GCMA **ADVANCED** Management Certificate

Meet our Training Provider



What is your expertise in this area?

Progrezo coach and develop leaders and boards across many different sectors, enabling them to lead their business to even greater success. We work with large corporates such as Allianz and FCA, and public sector bodies such as TfL, as well as not-for-profit organisations such as the British Heart Foundation, to smaller but still crucial businesses.

What can people expect from the course?

A far deeper understanding of your abilities to be a great leader that will boost your confidence, knowing and practicing how

to lead board and committee meetings, build your teams, lead change and drive the success of your club, with greater influencing skills and a sense of personal authority.

Why is this important?

To manage all stakeholders and build strong relationships is a tough ask. With a regular change of boss, members who are often your boss and customers at the same time, and a team who relies on you to be resilient, supportive and challenging, you need to know you are doing the right thing and feel confident in your emotional intelligence and leadership abilities.



Introduction to the Chartered Management Institute

The GCMA is proud to be a **Chartered Management Institute (CMI) Recognised Training Provider** and the GCMA Advanced Management Programme has been **officially recognised** by the CMI against their professional standards.

In achieving one of our four CMI Recognised Advanced Management Awards, you will receive **one year's free membership to the CMI** and gain access to a wealth of resources and learning opportunities across a wide range of business and leadership topics.

About the CMI

The **CMI** works with business and education to inspire people to become skilled, confident and successful managers and leaders.

With a wealth of practical qualifications, events and networking opportunities on

offer, we help people boost their career prospects and connect them with other ambitious professionals across all industries and sectors. In fact, we have more than 100,000 people training to be better managers right now.

Backed by a unique Royal Charter, we are the only organisation that can award Chartered Manager status – the ultimate management accolade. Our thought leadership, research and online resources provide practical insight for both today's leaders and the next generation. This insight also means we can confidently represent our 180,000-plus membership community when speaking to policy makers.

FIND OUT MORE >>



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