

GCMA ADVANCED

Management Certificate

Strategic Planning

Officially recognised by



Supported by:





GCMA **ADVANCED**

Management Programme



11 Individual Advanced Management Certificates



4 Advanced Management Awards

YOU choose the courses most important to YOU

Advance **YOUR** learning, **YOUR** development and **YOUR** career



Strategic Planning

Learning and Development Outcomes for YOU and YOUR CLUB

You will develop the skills and knowledge to engage in strategic planning effectively, to enhance organisational performance and stakeholder satisfaction.

You will learn how to lead the strategic planning process, to engage stakeholders effectively and identify a clear vision for success.

You will understand how to develop and implement specific and measurable strategic objectives that align with the club's mission and vision, to drive long term, sustainable success.

Establish key financial foundations for strategic planning and create a concise, single-page strategic plan to take back to your golf club.



Strategic Planning

Programme Overview

- ❑ Strategic vs. Business Planning – understanding the difference and applying the principles
- ❑ Engaging stakeholders and defining a clear purpose and vision for your golf club
- ❑ Developing planning templates and leadership Models
- ❑ Understanding the role of Governance, Financial Success and Fiduciary Responsibility within the strategic planning process
- ❑ Creating a plan – developing templates and leadership models suitable for your club's needs
- ❑ Leading your team to achieve its strategic goals

Who is this Certificate suitable for?

- ❑ Golf Club Managers
- ❑ Deputy Golf Club Managers aspiring to become Golf Club Managers
- ❑ Honorary Secretaries

Course length: 3 days (Residential)

CPD points: 40



in Governance and Strategic Planning

- ❑ This Certificate forms part of the GCMA Advanced Management Award in Governance and Strategic Planning

Other Certificates in this Award

- ❑ Golf Club Governance

BOOK NOW





GCMA ADVANCED

Management Certificate

Meet our training provider



Kevin Fish
Contemporary Club Leadership

What is your expertise in this area?

With over 25 years in the industry, we have advised hundreds of clubs on the importance of establishing a strategy and how you can go about taking the members with you to become the 'best in class in region'.

What can people expect from the course?

We will create a 'plan on a page', by which you are proud to be evaluated by the Board and members, which will identify yours as a relevant and enduring club with clear

leadership goals demonstrating excellent strategic stewardship by an empowered management team providing a compelling member experience.

Why is this important?

A strategic plan will provide absolute clarity about the kind of club you want to be, build a togetherness around your mission and help attract the best possible volunteers to contribute towards a successful club.



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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