



# 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

## 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.



## 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