



GCMA 

**SKILLGATE LEARNING
PATHWAYS**





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Suggested Skillgate Learning Pathways

A recommended module set for UK Golf Club General Managers (All levels)



Leadership, Management & People Skills



Finance, Budgeting & Club Economics



Human Resources & People Management



Digital & IT Skills



Customer Service, Sales & Customer Relations



Wellbeing & Work / Life Balance



Personal & Professional Development





Leadership, Management & People Skills

Aspiring General Manager

- What is Leadership?
- Leading Your Work Team
- What type of Leader are you?
- Winning Hearts & Minds – Motivational Leadership
- Are you using the right Leadership Style?
- Develop your Coaching Skills
- Change someone's life – become a great Mentor
- Managing Time & Priorities Certificate
- Why are you so angry? The 8 causes of Conflict
- Interpersonal Skills
- Understand how to Lead Effective Meetings
- Managing a Diary
- How to Get More Done – Delegate
- New Manager – Get it Right from the Start
- Get a GRIP on Building Effective Teams
- Presentation Skills (EBook)
- Introduction to Leadership (EBook)

Intermediate General Manager

- From Good to Great Manager
- Manage, Engage and Motivate the Next Generation
- What is your Managing Conflict Style?
- Managing your Manager – 6 Rules for Success
- Avoiding the Pitfalls of Micro-Management
- Stand Your Ground
- A High Performing Team – How to Build One
- Prioritise like a President
- Managing your Time with the Pareto Principle
- An 8 Step Guide to Managing Change Effectively
- Improving Relationships with Emotional Intelligence (EBook)
- Sound Successful – Improve the Quality of your Voice
- Successful Influencing (EBook)
- Influencing – Daily Exercises (EBook)



Leadership, Management & People Skills

Advanced General Manager

- How to be a Successful Visionary
- Diversity in Leadership
- Do you want to Transform your Leadership Capability?
- Successful Leadership in Difficult Times
- Public Speaking (EBook)



Finance, Budgeting & Club Economics

Aspiring General Manager

- Finance for Non-Financial Managers
- Talking Money
- Introduction to the Profit & Loss Account
- How to Read a Balance Sheet
- Financial Strategy Awareness (EBook)
- Reading Accounts (EBook)
- Balance Sheets (EBook)
- Budgeting & Budgetary Control (EBook)

Intermediate General Manager

- Maximise Future Profits – The Boston Matrix
- Credit Management – How to get Paid on Time
- An Overview of the Risk Management Process

Advanced General Manager

- Understanding Return on Investment



Human Resources & People Management

Aspiring General Manager

- Managing Performance in Appraisals
- What makes a Good Appraisal?
- Understanding Recruiting New Staff
- Safer Recruitment
- Conducting an Interview
- Managing Poor Performers who lack Capability
- Managing Average Performers
- Managing Unambitious People
- Conflict at Work
- Delivering Better Appraisals Certificate
- Developing Yourself and Others
- Managing People's Bad Habits
- "That'll Never Work" – Managing Negative People
- How to Handle a Difficult Conversation
- Productive & Exciting Team Meetings
- Managing Meetings (EBook)
- Writing Minutes (EBook)
- Relax – How to Switch Off After Work

Intermediate General Manager

- Managing Diversity for Senior Managers
- Understanding Stress Management in the Workplace
- Managing by Wandering Around
- Developing Others – Six Categories of Intervention
- Managing Former Peers
- Motivate for a Happy Workforce
- Communicating Across Generational Barriers
- Get the Most from your High Achievers
- Being Aware of your Unconscious Bias

Advanced General Manager

- Recruit & Retain Talent After a Crisis



Digital & IT Skills

Aspiring General Manager

- Microsoft Excel for Beginners
- Microsoft Forms for Beginners
- Microsoft OneDrive for Beginners
- Microsoft OneNote for Beginners
- Microsoft Outlook for Beginners
- Microsoft PowerPoint for Beginners
- The Fundamentals of Digital Marketing
- Keeping Digital Systems up to Date

Intermediate General Manager

- Microsoft Excel for Intermediates
- Microsoft Outlook for Intermediates
- Microsoft PowerPoint for Intermediates

Advanced General Manager

- Microsoft Projects for the Web
- AI in the Workplace



Customer Service, Sales & Customer Relations

Aspiring General Manager

- Customer Service Management
- Deliver Exceptional Customer Service
- Turn a Disgruntled Customer into a Loyal Fan – Complaint Handling
- Great Telephone Customer Service
- Handling Difficult Situations & Challenging Customers
- Customer Retention Strategies
- Delivering Fantastic Customer Service
- Develop a Great Customer Service Attitude
- Customer Relationship Management in Action (EBook)
- Dealing with Difficult Customers (EBook)
- Introduction to Selling

Intermediate General Manager

- Overcome Sales Objections with Ease
- Six Ways to Close a Sale
- The 8 Rs of Relationship Selling
- Ask Better Questions
- The 8 Step Sales Process

Advanced General Manager

- Customer Retention & Engagement Strategies
- Understanding your Customer (EBook)
- The Customer-Centric Organisation (EBook)



Wellbeing & Work / Life Balance

Aspiring General Manager

- Introduction to Wellbeing
- Improve your Digital Wellbeing at Work
- Try a Digital Detox
- Give Yourself a Break
- Work/Life Balance
- 5 Steps to Reduce Stress
- Make the Most of Your Lunch Break
- Reduce Workplace Stress

Intermediate General Manager

- How to Track & Use Your Digital Usage
- Coping with Stress (EBook)

Advanced General Manager

- How to Balance Work & Home
- Rituals to Create a Healthy Work/Life Balance



Personal & Professional Development

Aspiring General Manager

- Managing your Emails Effectively
- Have You Got a Minute? – Managing Interruptions
- Get Efficient with Kanban
- Doing the Right Thing – Planning & Prioritising
- Make Yourself Promotable
- How to ACE an Online Interview
- Make your Appraisal Work for You
- Serious about Personal Development? SWOT!
- How to Say No
- Breaking Bad Habits
- Being Assertive

Intermediate General Manager

- Developing a Growth Mindset
- Charisma – Developing the X Factor
- Bounce Back with Resilience
- Boost your Chances of Success at Interview
- Negotiating Office Politics
- Maximise Quick Wins with the Action Priority Matrix
- What is your Personal Brand?
- How to Influence & Persuade

Advanced General Manager

- Maximise Your Potential
- Have you Got “It”? – Executive Presence
- Time & Priority – The Right Thing (EBook)
- Conquering Failure
- Time & Priority – Control Techniques (EBook)
- How to Communicate Effectively on the Phone

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