

LOCAL LEADERSHIP TRAINING SUCCESS AT KNARESBOROUGH GOLF CLUB

HOW THE BERNHARD ACADEMY AND THE GCMA NETWORK DELIVERED HIGH IMPACT MANAGEMENT TRAINING AT LOCAL LEVEL.

GCMA Partner The Bernhard Academy specialises in providing practical, high quality Leadership and Management Training designed specifically for the golf industry. A recent collaboration with Knaresborough Golf Club in North Yorkshire demonstrates how accessible, local training can make a measurable difference to clubs and their teams.



THE CHALLENGE

GCMA Member Alex McGuiness, Club Manager at Knaresborough Golf Club, was looking for a comprehensive Leadership and Management programme that could be delivered locally without the logistical and financial challenges of travelling long distances.

THE SOLUTION

Through the GCMA network, Alex connected with the Bernhard Academy and soon realised that the perfect solution was closer than expected, the Academy could deliver the full programme onsite at Knaresborough Golf Club.

To maximise value for local clubs, Alex used his regional GCMA contacts to coordinate a four day course for 12 attendees, including both greenkeeping and clubhouse staff.

He explains: "The Bernhard Academy provided the perfect solution. A four day course covering everything that would benefit supervisors and managers. We delivered it in two, two day sessions here at Knaresborough Golf Club."

The club provided the training space and worked with caterers to offer affordable lunches and refreshments, keeping costs low for participants.

"With the course outline provided, I was able to promote the programme to my GCMA network. It was gratifying to fill all 12 places so quickly. We had eight from greenkeeping and four from the clubhouse."



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OUTSTANDING FEEDBACK FROM PARTICIPANTS



Simply the best leadership and management training I have ever attended. Engaging, entertaining and thought provoking... The personality profiling and one to one feedback with Programme Leader Phil Helmn was invaluable. I'd love for our entire team to receive profiling.



As a deputy course manager, developing leadership skills is essential. You're juggling responsibilities and don't want to let anyone down. After four days with Phil, I feel more confident. Meeting peers from other clubs and understanding their challenges was incredibly valuable.



This course has given me practical tools I can use daily, helping me deal with situations more confidently.



THE PROGRAMME

The bespoke four day programme delivered at Knaresborough included eight targeted modules:

1. Presenting with impact
2. Unlocking you – the awareness advantage
3. Resilience and mental toughness
4. Leading change
5. Understanding business stakeholders
6. Navigating difficult conversations
7. The art of delegation
8. Positive workplace language and behaviour

With over 30 leadership and management modules available, the Bernhard Academy builds tailored programmes for all levels, from Aspiring Managers to Inspirational Leaders, delivered in formats from one day workshops to multi day programmes.

A GROWING PARTNERSHIP



As a partner of the GCMA, the Bernhard Academy also delivers the three-day Certificate in Golf Course Management as part of the GCMA Advanced Management Programme.

INTERESTED IN RUNNING A LOCAL PROGRAMME?

Whether you want to develop your own team or coordinate a regional course for neighbouring clubs, the Bernhard Academy can design and deliver a bespoke training solution that fits your needs.



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FOR FURTHER INFORMATION CONTACT:

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