ELEVATE BY GIG | CUSTOM VIDEO TRAINING

# TRAIN THEM ONCE. TRAIN THEM RIGHT.

Custom, professionally produced video training built on your club's own standards, so every new team member learns the job the same way, every time.

**175+**
LANGUAGES FOR AI AVATAR COURSES

**60+ YRS**
CLUB MANAGEMENT EXPERIENCE

**100%**
BUILT ON YOUR OWN STANDARDS

**ANY LMS**
WORKS WITH YOUR CURRENT SYSTEM

## TRAINING THAT FEELS LIKE YOUR CLUB.

Frontline training is too specific to do generically. How you greet a member, stage a cart or start a group is unique to your club. Elevate turns your way of doing things into professional video training for every new hire, and a refresher for everyone else.

### BUILT FROM YOUR STANDARDS
Your manuals, job descriptions and program leaders become the foundation of every course.

### YOUR VOICE, YOUR FACE
A custom AI avatar of one of your leaders, or a professional spokesperson, delivers every lesson.

### FILMED AT YOUR CLUB
Our crew films on site: your team, your carts, your first tee, so every scene looks familiar.

### READY TO DEPLOY
Courses and quizzes load into your existing LMS, or we can provide a club-branded portal with tracking.

## YOUR STANDARDS. PROFESSIONALLY PRODUCED.

You stay in control of the content without having to create it. You sign off at every stage, so the finished courses say exactly what you want your team to hear.

**01**
### GATHER
We collect your manuals and standards, and interview the leaders behind each program.

**02**
### FRAMEWORK
A course outline for each role, covering every key point your team needs.
YOU SIGN OFF

**03**
### SCRIPT
Industry experts write each course in your voice, with real scenarios.
YOU SIGN OFF

**04**
### PRODUCE
AI avatar A-roll, B-roll filmed on site, edited with graphics and sound.
YOU SIGN OFF

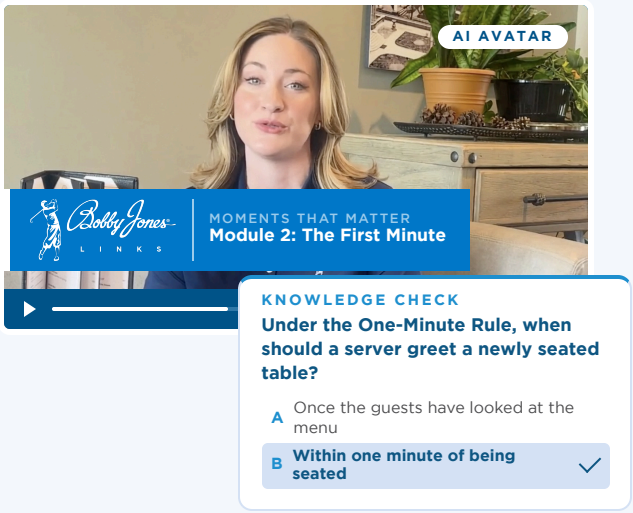
**05**
### DELIVER
Finished courses and a quiz for each one, ready for your team.
YOU SIGN OFF

GURU COLLECTIVE

PREMIUM FRONTLINE STAFF TRAINING
ELEVATE BY GIG

GOLF INDUSTRY GURU

# SEE IT FOR YOURSELF. OUR WORK.




Bobby Jones LINKS

FEATURED SAMPLE

## MOMENTS THAT MATTER

**Servers & hosts, one of three frontline courses**

Built from Bobby Jones Links' own service manuals, it walks new team members through four phases of the guest experience, with a quiz after every module.

> *"They truly felt like an extension of our team."*
> ALLYSON KAHL DARLING, VP OF EXPERIENCES

▶ WATCH THE SAMPLE

SCAN TO WATCH

TPC NETWORK

## GO FURTHER

An AI avatar of Vic Aliprando, SVP of TPC Operations, opens a service culture program for every property.

▶ WATCH THE SAMPLE

SCAN TO WATCH

tiapei

## SERVICE EXCELLENCE

Short 3 to 5 minute modules with wrong way, right way scenes.

▶ ATTITUDE ▶ NAME USE

MODULE 5 MODULE 6

### WHY AI AVATARS CHANGE THE ECONOMICS OF TRAINING

**1 UPDATE WITHOUT RESHOOTING**
Change a standard? We edit the script and re-render the course.

**2 SPEAK YOUR TEAM'S LANGUAGE**
The same course in English, Spanish and 175+ languages.

**3 LEADERS WITHOUT THE TIME COST**
A few minutes of footage puts a leader in every course.

LET'S TALK ABOUT YOUR TEAM

## BOOK A DISCOVERY CALL

Every Elevate program is custom built, so we start with a conversation about your roles, your standards and your season. Offered by invitation to clubs committed to service excellence.

BOOK A DISCOVERY CALL or email james@gurucollective.ca

SCAN TO BOOK A DISCOVERY CALL

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