GOLF INDUSTRY GURU

EXCLUSIVE OFFER FOR
NGCOA CANADA MEMBERS

NGCOA ANPTG

ONLINE LEARNING FOR THE BUSINESS OF GOLF

LEARN FROM THE WORLD'S GREATEST GOLF & HOSPITALITY LEADERS.

Golf Industry Guru is the membership-based learning platform that helps golf course owners, operators and their team members achieve greater success, **for just a few dollars per day.**



275+
HOURS OF GOLF BUSINESS TRAINING CONTENT

24/7
ON-DEMAND ACCESS TO THE GIG CAMPUS

LIVE
MEMBERS Q&A CALLS WITH INDUSTRY EXPERTS

GLOBAL
EXPERTS SOURCED FROM AROUND THE WORLD

ONE PLATFORM. YOUR ENTIRE TEAM.

Expert advice on every aspect of golf club management, for every person at your club.

SENIOR LEADERSHIP

GIG is designed to fuel the professional development of your senior leadership team. Sharpen managerial skills with the latest insights, strategies and best practices, stay ahead of industry trends, and connect with fellow leaders.

FRONTLINE TEAMS

GIG helps your club onboard frontline team members more effectively and efficiently. New hires learn club operations, service standards and role-specific skills, so they're ready to excel from day one.

INSIDE THE GIG CAMPUS

TOOLS BUILT FOR THE GOLF BUSINESS

LEARN
EXPERT LIBRARY
Golf business courses, podcasts, webinars, articles and templates, constantly growing.

ASK
CHATGURU
The industry's first ChatGPT chatbot for golf, on a secure, privacy-first platform.

CUSTOMIZE
MYGIG VAULT
Upload your own club training, from orientation videos to your bunker raking standards.

CONNECT
Q&A CALLS
Live calls with guest experts and a community of operators sharing what works.

OUR GURUS

LEARN WITH THE BEST TO EVER DO IT

When we called ourselves Golf Industry Guru, we meant it. We believe we can all learn from the best in the business: the Gurus.

We're always lining up innovative, brilliant leaders from inside and outside the golf industry to share their experience, wisdom and best practices through courses, podcasts, webinars, articles and more.

FREE SAMPLES

FREE RESOURCES FOR YOUR CLUB

Scan to download a collection of free sample resources from the GIG library.

SCAN TO DOWNLOAD

WWW.GOLFINDUSTRYGURU.COM

TURN OVER: **CUSTOMIZED TRAINING PLANS** + YOUR MEMBER OFFER →

GOLF INDUSTRY GURU

THE PREMIUM ADD-ON TO YOUR GIG MEMBERSHIP

CUSTOMIZED TEAM MEMBER TRAINING PLANS

Elevate your club, one team member at a time.

A tailored approach to developing your team leaders and department heads. Our club management experts build a personalized learning roadmap for each participant, curated from the GIG library around their strengths, goals and skill gaps.



FOR YOUR TEAM MEMBERS — GROW

- **Personalized skill growth.** Builds on each person's strengths and targets what matters most in their role.
- **Increased engagement.** A clear learning roadmap keeps team members motivated and invested.
- **Career progression.** Milestones and new skills become tangible proof of their dedication.

FOR YOU AS AN EMPLOYER — PERFORM

- **Improved performance.** Stronger skills mean a better experience for your members and guests.
- **Done for you.** We handle the survey, plan creation and follow-up on your behalf.
- **A stronger culture.** Investing in development builds a motivated, engaged workforce.

HOW IT WORKS

01 TRAINING NEEDS ASSESSMENT
An easy online survey captures each team member's goals, skill gaps and training preferences.

02 CUSTOMIZED PLAN CREATION
We share the insights with you, then craft individualized plans tailored to each participant.

03 ONGOING ENGAGEMENT
We stay connected as participants work through their plans, keeping them motivated and on track.

04 IMPACT EVALUATION
We review results with you and adjust plans to sustain growth and performance.

GETTING STARTED IS SIMPLE

SEND US YOUR TEAM. WE HANDLE THE REST.

Just send us the names and email addresses of your participants. Our club management experts take it from there.

- ONLINE NEEDS SURVEY
- PERSONALIZED PLANS
- ONGOING SUPPORT
- RESULTS REVIEW

YOUR INVESTMENT

$1,995 CAD

Training needs survey and customized plans for up to five team members.

$395 per additional team member

ALL PRICES IN CAD, PLUS APPLICABLE TAXES

EXCLUSIVE NGCOA CANADA MEMBER OFFER

START YOUR FREE 90-DAY TRIAL

Explore everything the GIG Campus has to offer, on us. Scan the code to sign up today.

MEMBER PRICING AFTER YOUR TRIAL **$129**/month or **$1,299**/year ~~Regular $149/month or $1,499/year~~

All prices in USD. Per club, with unlimited users.

SCAN TO START YOUR FREE TRIAL

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