

CLUBHOUSE MANAGER TRAINING PROGRAMME

STIRLING COURT HOTEL
STIRLING UNIVERSITY CAMPUS
BRIDGE OF ALLAN
FK9 4LA

THURSDAY 11TH
& FRIDAY 12TH
APRIL 2019



A 2-day course
led by industry experts which will
help delegates to resolve problems
within clubhouse operations, including:

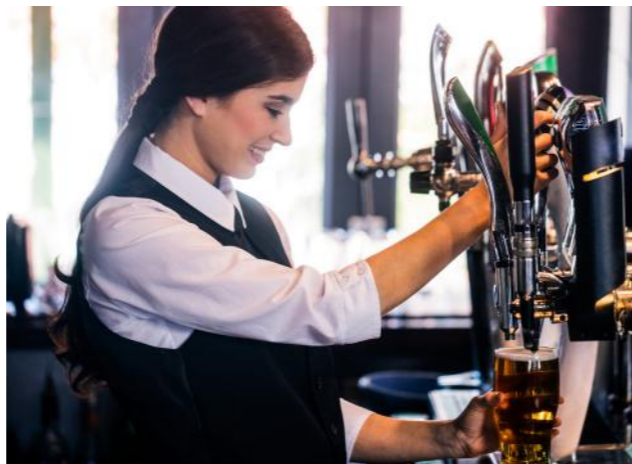
PROCESS ✧ PEOPLE
PERFORMANCE (PROFIT)
PLANT ✧ PROFILE

Every Customer is an Expert in Food & Beverage now !

United Kingdom households now spend more money eating out than they do eating in their homes.

Golf clubs in Scotland have therefore seen a new, higher expectation from customers which provides new challenges to you, your staff, and your golf club committees.

A new training programme is now available through Contemporary Club Leadership which will help you to overcome these new challenges.



On this two day programme acknowledged industry experts will provide you with new information to connect with your existing experiences.

All delegates will leave with a workbook designed to tackle the five key areas of your clubhouse operations, including:

- ❖ PROCESSES
- ❖ PEOPLE
- ❖ PERFORMANCE (PROFIT)
- ❖ PLANT
- ❖ PROFILE

The speakers on this two day course are:



Steve Brown

Supreme Commander of Innformation, with over 45 years of industry experience supporting clubhouse operations.



Debbie Pern CCM

General Manager of the prestigious Deeside Golf Club, with a wealth of hospitality and club management experience.



Caroline Gurevitz

Associate Director of HR at Xact. More than 10 years of experience providing HR support to clubs.



Kevin Fish CCM

Director of CCL Ltd. with over 20 years industry experience of supporting clubs, and the architect of the market-leading MDP programme.



"Incredibly informative, its a credit to all the speakers on the course that you share your knowledge and many years of experiences to make us all better Clubhouse Professionals. An engaging, effective and enriching experience – gold stars!"



Pam Nolan
Clubhouse Manager
Highgate GC

"Kevin, thanks again for the course which I found very interesting and very professional. I found the way you and Steve came across with the info very easy to understand. You hit plenty of 'nails on the head' with suggestions and examples."

Graham Gardner
Clubhouse Manager
Prestwick GC

"A great experience over the last couple of days, thanks to you, your selection of speakers and the delegates on this course. Great clarity of thinking – thank you."

James Hall
Clubhouse Manager
The Honourable Company of Edinburgh Golfers

Club Industry Norms	
Recommendations and Industry Norms for:	
<ul style="list-style-type: none"> • Gross Profit (GP) in all Bar and Catering areas • Yield • Day-Stock-Levels • Staff Wage Levels • Wastage 	
<small>CLUBHOUSE MANAGER TRAINING PROGRAMME - 2019</small> 	
THE BAR OPERATION	
Area to be targeted	The suggested target
THE CATERING OPERATION	
Area to be targeted	The suggested target
<small>CLUBHOUSE MANAGER TRAINING PROGRAMME - 2019</small> 	



Club Demands

Member Expectation (Sections)

- Ladies
- Seniors
- Juniors

Key Drivers

- Food Quality
- Food Consistency
- Value for money
- Menu Variety
- Speed of Service

The content of this two day course will help your team to:

- ✓ Identify industry norms and benchmarking for wage controls, pricing, and gross profits
- ✓ Obtain the best supplier deals for the club
- ✓ Explore the full range of food and beverage provision in clubs and the impact on wage costs of each
- ✓ Prioritise viable targets within realistic budgets
- ✓ Understand the complexities of stocktaking reports, and form a management action plan
- ✓ Fully understand the benefits of modern till programmes, and maximise their use as a management tool
- ✓ Illustrate your knowledge of food and wine pairings and trends in the F&B industry
- ✓ Identify the structure of a training programme in customer service standards at the club
- ✓ Better understand the challenges and success criteria associated with working with your volunteer House Committee
- ✓ Contrast the benefits of a franchised or in-house operation
- ✓ Fully recognise the legal protocols associated with handling staff conduct or performance issues in the clubhouse
- ✓ Compile a staff recruitment and interview procedure for clubhouse staff
- ✓ Evaluate job descriptions and generate staff rotas to maximise productivity

In addition to the stated learning outcomes delegates on this course will return to your club energised by the new network they have created within the industry. A network that can answer questions and help solve problems at your club.

"The best value for money course I've ever been on."

Ian MacDonald
Food & Beverage Manager
St. Andrews Links Trust

Aims of the Training



- To ensure that those recruiting are confident in their abilities
- To understand the root of performance issues and if they are due to conduct or capability
- To learn how to resolve both conduct and capability cases

ARE YOU ARMED ?

- Can you explain why it is difficult to break even in F&B Operations ?
- Can you explain what the key dials are ?
- Are you comfortable with whose hands are on the dials ?

WHO IS IN CONTROL OF THIS IMPORTANT SERVICE ?



CLUBHOUSE MANAGER TRAINING PROGRAMME

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How do I secure delegate places on this course ?

Contact kevin@ccl.services to secure your place, providing the name and job title of your delegate(s), after which CCL Ltd will issue an invoice for £525 (+VAT)

This price includes:

- ✓ Accommodation (B&B) at Stirling Court Hotel on Thursday 11th April 2019.
- ✓ All course materials and daytime meals on Thursday and Friday.
- ✓ A workbook for use at your club to produce the outcomes you are seeking, which can be regularly reviewed with your Club Manager.

Whether you are investing in your current Clubhouse Manager, or training those people around them, this is a programme which will help you do the right things right in your clubhouse.

A second 2-day CMT Programme is now also available.

The content of this second 2-day course will help your team with:

- ✓ Reviewing real-life progress at your club since the first course
- ✓ Running successful events at your club
- ✓ Performance Management Systems for your clubhouse staff
- ✓ Time and priority management for your Clubhouse Managers
- ✓ Clubhouse Facilities Management, including clubhouse protocols and compliance
- ✓ Marketing your F&B products to customers
- ✓ High impact merchandising at your club
- ✓ The psychology of selling within F&B Operations
- ✓ A full understanding of kitchen operations, including cost controls
- ✓ Food and beverage tricks and fiddles to be aware of
- ✓ Creation of a business plan for your F&B operation
- ✓ Optional examination to secure a certificate in the Management of Clubhouse Operations

In addition to the stated learning outcomes delegates on this course will return to your club energised by re-engaging with the other delegates and the speakers. A network that can answer questions and help solve problems at your club.

“Just wanted to say well done for the Clubhouse Manager Training course – I have 4 staff who all came back bursting with energy and enthusiasm, and looking forward to part 2.”

Neil Hampton
General Manager
Royal Dornoch Golf Club

“Your course has been massively helpful to me and I am now implementing the ideas and strategies in to my new business. It’s quite daunting, but it’s great to feel part of a really great bunch of people who I can look to for support in this demanding yet truly rewarding industry.”

Andy Little
Catering Manager
Dunbar Golf Club



Contemporary Club Leadership Ltd

Industry Insight ✧ Guidance and Assurance ✧ Empowerment

Effective Collaborative Governance

Recruitment Support

Lumina Leadership

Club Financial Benchmarking

Club Health-Check

Customer Experience Staff Training

Tailored On-Site Support

Meeting Facilitator



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