



*Presented by:*

*Titleist®*



## OUR VISION

*TO LEAD AND DELIVER A  
DYNAMIC WORLD CLASS  
EDUCATION SYSTEM*

## SPECIALIZATION

*MASTER YOUR FIELD*

## COURSE REVISION CYCLE

*DEDICATED TO TRAINING THAT  
IS ALWAYS RELEVANT*

## PROGRAM FLEXIBILITY

*TRAIN WHEN ITS  
CONVENIENT FOR YOU!*

*December*

**1ST**

## ONE YEARLY DEADLINE

*MAKING IT EASIER  
FOR MEMBERS*

## MENTORSHIP PROGRAM

*IT'S BACK!*

## OUR VALUES

*POSITIVE AND ENGAGING  
MEMBER EXPERIENCE*

## E-LEARNING

*TRAINING FOR THE 21<sup>ST</sup> CENTURY*

## OUR MISSION

*THE EMPLOYMENT OF PGA  
PROFESSIONALS THROUGH  
INNOVATIVE SKILLS, TRAINING,  
TOOLS, AND RESOURCES*

## MEMBER FOCUSED

*PATHWAYS TAILORED  
TO YOUR CAREER*

# COURSE CATALOGUE

UPDATED NOVEMBER 2020





Presented by:

*Titleist*



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# CORE COURSES

## COURSE OVERVIEW

Credit Value	3
Cost	\$500
Delivery Method	In person
Course Duration	3 Consecutive Days
Course Availability	April-June & August/September. *Annual Workshop Schedule typically released early March



## Instructor of Beginner Golfers Workshop

The PGA of Canada, in partnership with Golf Canada and the Coaching Association of Canada, offers members access to the best instructional and coaching training in the world through the National Coaching Certification Program (NCCP). The NCCP is broken down into three streams: Community, Competition and Instruction, and includes subsequent contexts that align coaching activities with specific participants and their respective stages of development.

This three-day workshop, which falls under the Instruction NCCP stream, will have you working in groups, participating in active discussions, debating and more. Participants will be introduced to the different stages of motor learning and typical errors made by beginner golfers, cause and effect of ball flight laws, key teaching practices for new golfers, and other critical instructional elements. While traditionally viewed as a workshop for Apprentices, this workshop is designed for any member who is teaching players that are new to the game.

### In this course, you will focus on 6 contexts:

- Teaching and Learning
- Risk Management
- Making Ethical Decisions
- Analyzing Performance
- Planning a Lesson
- Managing Elements of a Golf Instruction Program

## COURSE OVERVIEW

Credit Value	1
Cost	\$75
Delivery Method	Asynchronous eLearning
Course Availability	All Year

## Instructor of Beginner Golfers Evaluation

The *Instructor of Beginner Golfers* evaluation has three components: the Make Ethical Decisions online evaluation, a portfolio and a 30-minute video lesson. You can begin the evaluation any time after you've attended the in-person training.

## COURSE OVERVIEW

Credit Value	1
Cost	\$150
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 60-75 minutes, with additional time required to draft your career map and action plan
Course Availability	All Year



## Career Literacy Part 1: Map Your Career Path

Successful individuals working in the industry's top roles did not get to where they are by accident. They knew what they wanted and set career goals that aligned with their aspirations. In other words: they had a plan. In this course, you will learn about the various pathways available to you as a PGA of Canada professional and lay out a plan to achieve your dream job.

Career Literacy is a two-part series. In Part 1, *Map Your Career Path*, you will develop your own career plan in the form of a career map.

### Learning Outcomes

- Analyze the career trajectories of some of Canada's most respected Head Golf and Teaching Professionals
- Identify your strengths and passions and confirm you are on a career path that aligns with them
- Develop a career map and create an action plan to advance your career



## COURSE OVERVIEW

Credit Value	1
Cost	\$150
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 60 minutes, with additional time required to draft your resume and cover letter and prepare for the interview.
Course Availability	All Year

**(CONTINUED) Career Literacy Part 1: Map Your Career Path Evaluation**

Successful completion of this course is dependent on completion of the course content and a final knowledge check in the form of a quiz. A minimum of 70% must be achieved within 3 attempts to earn credit for this course. Any learner that does not meet the minimum grade and is choosing/required to retake the course will be able to do so at 50% off the regular course registration fee.

**Career Literacy Part 2: Get Your Goal Job**

You are working towards your career goals and want to be prepared when it is time to apply for your next job. What are you going to do to maximize your chances of getting your goal job? Will you scan the job ads? Throw together a resume and cover letter and hope for an interview? Pray the interview goes well and be grateful when they offer you the job and accept the offer presented? If you answered "Yes" to most of these questions, you are not alone. However, there is a better way that will increase your chances of landing your goal job.

**Learning Outcomes**

- Identify the transferable skills needed to succeed in your goal job
- Develop a resume that highlights how your skills match what the employer is looking for
- Write a cover letter that makes you stand out from other candidates
- Prepare for a job interview so you are ready to discuss your experiences and accomplishments
- Develop a strategy for negotiating a job offer

**Evaluation**

Successful completion of this course is dependent on completion of the course content and a final knowledge check in the form of a quiz. A minimum of 70% must be achieved within 3 attempts to earn credit for this course. Any learner that does not meet the minimum grade and is choosing/required to retake the course will be able to do so at 50% off the course registration fee.

## COURSE OVERVIEW

Credit Value	1
Cost	\$150
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 60-90 minutes
Course Availability	All Year

**Nurture a Growth Mindset**

As a golf professional, it is important to recognize how self-awareness and a growth mindset contribute to your success personally and professionally. It's never too late to pause, reflect and create highly-successful habits. Industry research and interviews with some of Canada's top golf professionals repeatedly show that people who commit time and effort to develop self-awareness and nurture a growth mindset make smarter choices, develop skills more quickly, build better relationships, and live happier, more successful lives (Robinson, 2017, 2018).

**Learning Outcomes**

- Learn about the importance of self-awareness and how nurturing a growth mindset can lead to success personally and professionally
- Assess your current levels of self-awareness and growth mindset
- Use strategies to develop your self-awareness and growth mindset

**Evaluation**

Successful completion of this course is dependent on completion of the course content and a final knowledge check in the form of a quiz. A minimum of 70% must be achieved within 3 attempts to earn credit for this course. Any learner that does not meet the minimum grade and is choosing/required to retake the course will be able to do so at 50% off the regular course registration fee.



## COURSE OVERVIEW

Credit Value	0.5
Cost	\$30
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 90-120 minutes
Course Availability	All Year

**Respect in Sport - Activity Leader**

The Respect in Sport Activity Leader program educates youth leaders, coaches, officials, and participants (14-years and up) to recognize, understand and respond to issues of bullying, abuse, harassment, and discrimination. Learn how to create a safe, healthy and respectful environment for all participants.

**Evaluation**

Successful completion of this course is dependent on completion of the course content and a final knowledge check in the form of a quiz.

## COURSE OVERVIEW

Credit Value	1
Cost	\$100
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 60 minutes
Course Availability	All Year

**History & Value of the PGA of Canada**

This course will cover major areas of Canadian golf history including a brief background of the game, the evolution of golf professionals, significant moments in the PGA of Canada's 100+ year history, as well as some of our association's greatest players and most influential figures. This course will provide learners with an understanding of the benefits, resources and support offerings included with their annual membership.

**Learning Outcomes**

- Explain the services, programs, support, and benefits available to all PGA of Canada members
- Understand the storied history of the PGA of Canada
- Identify the PGA of Canada brand and the position of the association globally

**Evaluation**

Successful completion of this course is dependent on completion of the course content and a final knowledge check in the form of a quiz. A minimum of 70% must be achieved within 3 attempts to earn credit for this course. Any learner that does not meet the minimum grade and is choosing/required to retake the course will be able to do so at 50% off the regular course registration fee.

## COURSE OVERVIEW

Credit Value	1
Cost	\$0
Delivery Method	Asynchronous eLearning
Course Availability	All Year

**R&A Rules Academy Level I**

The Rules Academy provides an interesting and easy way to learn the basics of the Rules of Golf. The "Academy" is aimed at all golfers and will use a combination of text, videos and diagrams to help you learn the most important aspects of the Rules. This course is administered by the R&A and is the on-line version of a Level 1 Rules Seminar, which is the first step of Golf Canada's Rules Education program.

**Evaluation**

Successful completion of this course is dependent on completion of the course content and a final knowledge check in the form of a quiz. A minimum of 80% is required to pass.



## COURSE OVERVIEW

Credit Value	3
Cost	\$350
Delivery Method	Live-instructed eLearning
Course Duration	4 Sessions (8 weeks)
Session Length	Each session is scheduled for 90 minutes
Course Availability	Winter and Fall Delivery

\*This course is typically scheduled twice a year, leading into and out of the golf season. Registration closes one day before a session begins with limited spaces available.

### Course Facilitator - Jordan Ray



Jordan Ray is a former Class "A" professional with over 15 years of progressive experience working at Fairmont Chateau Whistler, Fraserview Golf Course, Carnmoney Golf & Country Club, and the Springs at Radium Resort. Most recently, Jordan worked as Director of Golf at Bear Mountain Resort in Victoria, B.C. where he hosted two PGA Champions Tour events, grew membership from 80 to 400 members and oversaw the signing agreement with Golf Canada that made the resort a National Development Centre.

## COURSE OVERVIEW

Credit Value	3
Cost	\$350
Delivery Method	Live-instructed eLearning
Course Duration	4 Sessions (8 weeks)
Session Length	Each session is scheduled for 90 minutes
Course Availability	Winter and Fall Delivery

\*This course is typically scheduled twice a year, leading into and out of the golf season. Registration closes one day before a session begins with limited spaces available.

## Business Fundamentals and Communication

To be successful in business, having solid fundamentals is a must. Gain the core skills necessary to operate a successful business and tell your story to stakeholders effectively. Learn the basics of Word and Excel and how they can be used effectively in your golf operation; how to leverage social media for your business; the basics of individual and group email; and how to develop more complex reporting specific to golf. At the end of this course your assignments will combine to form the outline of a business plan that you can put into action. Having the knowledge and confidence to build and execute a successful business plan will be a welcome addition to your professional toolkit.

### Learning Outcomes

- Display a basic understanding of email communication and MS Office programs
- Professionally communicate with large groups of members, guests and staff using email and digital communication
- Report clearly and effectively to supervisors when completing a task independently
- Apply general business fundamentals to the golf industry
- Explain how revenue is generated at different golf clubs (e.g. private, public and resort)
- Demonstrate efficient and effective business decision-making abilities

### Evaluation

Successful completion of this course is dependent on active participation during virtual classroom sessions and achieving a minimum of 70% on the final project within a maximum of 3 resubmission attempts. Any learner that does not meet the minimum grade and is choosing/required to retake the course will be able to do so at 50% off the regular course registration fee.

## Marketing Fundamentals for Golf Professionals

Good marketing can't happen without an understanding of the fundamentals. This course will take a closer look at the most important aspects of a marketing strategy, from developing marketing goals and understanding your audience to picking your channels, crafting the perfect message and adding value to products and services. Using real-world examples with a focus on group discussions, students will be able to apply their knowledge to their own jobs in the golf industry.

### Session Topics

- Session 1. Developing Your Marketing Goal
- Session 2. Understanding Your Consumer
- Session 3. Picking Your Marketing Channels
- Session 4. Creating A Marketing Campaign

### Learning Outcomes

- Explain the fundamentals of marketing and examples of how they can be applied to the golf industry



**Course Facilitator - Brian Siddle**



Brian Siddle is the Director of Community and Content at Strong Coffee Marketing, which is an award-winning digital agency that focuses on the development and execution of online marketing strategies. He has developed keynotes, workshops and webinars for organizations such as Destination British Columbia, Tourism Yukon, Travel Alberta, PGA of Canada, Century 21, Giant Screen Cinema Association and Alberta Culture and Tourism. Brian has also taught digital marketing courses at Northern Lakes College and the University of Alberta.

**(CONTINUED) Marketing Fundamentals for Golf Professionals**

- Implement digital marketing strategies to establish an online presence for their club (social media and website)
- Design a marketing plan that includes marketing objectives, strategies, budget, and evaluation
- Explain strategies to develop new programs and sell new products that are consistent with the evolving golf market
- Communicate marketing information persuasively and accurately in all formats (oral, written and graphic)
- Contribute to the presentation of new programming ideas to stakeholders using marketing strategies

## Evaluation

Successful completion of this course is dependent on active participation during virtual classroom sessions and achieving a minimum of 70% on the final project within a maximum of 3 resubmission attempts. Any learner that does not meet the minimum grade and is choosing/required to retake the course will be able to do so at 50% cost of the course registration fee.

## ROLES OF A GOLF PROFESSIONAL COURSES

## COURSE OVERVIEW

Credit Value	3 - 5
Cost	\$50

## Post-Secondary Education

Formal education is not a mandatory requirement of the PGA of Canada, however, it is strongly recommended based on the individual's desired career path as determined through the *Career Literacy* courses.

Individuals who have completed formal education will receive 3 - 5 credits towards their Class "A" designation based on the following criteria:

- 3 credits – 3-year diploma from a recognized college
- 4 credits – University degree or 3-year diploma with additional certificate/diploma program
- 5 credits – Masters or PhD

Formal education submissions will be reviewed individually and must be related to the individual's career path in golf (e.g. business, commerce, marketing, communications, kinesiology/sport science, and sport management).

All formal education credits are based on completion of the diploma/degree. Official transcripts or proof of degree must be submitted.



## COURSE OVERVIEW

Credit Value	2
Cost	\$200
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 120-160 minutes
Course Availability	All Year

### Course Evaluator - Ashley Scrobe



With a background in education and over a decade of experience as an operations manager in the golf industry, Ashley brings a unique perspective to the role of industry professionals at golf facilities. Ashley completed his undergraduate degree at the University of Saskatchewan before moving to Tokyo to work in education. After 8 years, he returned to Canada and graduated from the Professional Golf Management program at Niagara College. Ashley has worked as an operations manager at 9, 18 and 27-hole courses, which cover public, resort and semi-private facilities.

## Improving Your Golf Club Operations

The effective operation of a golf business requires careful identification, development and maintenance of practices related to various functional areas. This course includes a set of exercises that provides learners with a functional and strategic understanding of the workings of a golf operation. Learners will explore an operation from various points of view including planning, managing, controlling, staffing, budgeting, and environmental analysis and strategy. Learners will gain knowledge about golf operations from a broad and detailed perspective.

### Learning Outcomes

- Identify the characteristics of a successful golf operation
- Identify, acquire and make use of demographic information
- Identify key analytics and variables of your tee sheet data
- Use newly acquired information to identify opportunities and put a plan in place to capitalize on them
- Identify risks associated with golf operations and plan mitigation strategies
- Examine your current operations procedures for areas of concern and then plan improvements
- Develop mitigation and prevention strategies for personal injury and property damage at your facility

### Evaluation

This course provides learners the opportunity to be evaluated in one of two ways:

1. Learners can complete the quiz after the course content is completed.
- OR
2. Learners have the option to present and discuss an idea with the evaluator on a new concept or learning outcome from the course.

## COURSE OVERVIEW

Credit Value	2
Cost	\$250
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 90-120 minutes
Course Availability	All Year

### Course Evaluator - Jordan Ray



## Maximize Your Profit: Selling Products and Services

You can have the best product or service around but if nobody knows about it, success may elude you and your operation. Would you like to learn more about sales and service? Whether you are a teaching pro or operations specialist at a public, private or resort facility, running the business side of the operation is one of the most important aspects of your role as a golf professional. In this self-directed course, you will complete a series of assignments that combine to form a sales plan. This sales plan can serve as a tool you can implement at your facility and/or use as a template for future roles. Having the knowledge and confidence to build and execute a sales plan from scratch will be a welcome addition to your professional toolkit.

### Learning Outcomes

- Using research on consumer trends and behaviour to guide product and service offerings at your facility
- Engaging staff in product and service decisions to build an understanding of offerings and ensure consistent messaging throughout the facility
- Creating sales plans to deliver on yearly sales goals
- Reducing prices of products and services in the right way at the right time



Jordan Ray is a former Class "A" professional with over 15 years of progressive experience working at Fairmont Chateau Whistler, Fraserview Golf Course, Carnmoney Golf & Country Club, and the Springs at Radium Resort. Most recently, Jordan worked as Director of Golf at Bear Mountain Resort in Victoria, B.C. where he hosted two PGA Champions Tour events, grew membership from 80 to 400 members and oversaw the signing agreement with Golf Canada that made the resort a National Development Centre.

## COURSE OVERVIEW

Credit Value	1
Cost	\$125
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 60-90 minutes
Course Availability	All Year

## COURSE OVERVIEW

Credit Value	2
Cost	\$200
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 75-90 minutes with additional time required to develop an online and social presence
Course Availability	All Year

## (CONTINUED)

### Maximize Your Profit: Selling Products and Services

This module will take you approximately 90 minutes to complete, with additional time required to complete the project.

#### Evaluation

In the *Maximize Your Profit: Selling Products and Services* course, you are required to submit a project for grading as well as complete the learning module. You will be graded using a rubric and must achieve a level 3 or 4 on each criterion to receive credit for this course.

### Yearly Trends in the Golf Industry

PGA professionals are expected to be on top of trends both inside and outside of the golf industry. Disruption and innovation are pivotal to the success of any business, and golf is no different. This course will take a look at evolving trends, consumer behaviours, business innovation, technology, and more. Learn how to drive revenue at your facility with some of these new concepts and ideas.

#### Learning Outcomes

- Explain golf industry products, trends, business practices and teaching
- Identify how to stay current in the industry (e.g. podcasts, media releases, case studies, etc.)
- Summarize new technology or products that have been released or updated in the past two years
- Evaluate new products and determine how they could be implemented at your facility
- Critically assess related industries to determine the latest trends that can influence your facility

#### Evaluation

Successful completion of this course is dependent on completion of the course content and a final knowledge check in the form of a quiz. A minimum of 70% must be achieved within 3 attempts to earn credit for this course. Any learner that does not meet the minimum grade and is choosing/required to retake the course will be able to do so at 50% off.

### Develop Your Personal Brand

To be successful as a golf professional, you will need to market yourself and your facility as a brand. Personal branding is the process of establishing your reputation and defining what it means to be you. The ultimate goal of personal branding is to create a loyal base of customers and ensure that you and your facility are top of mind for those looking for the products and services you offer. In this course, you will develop your personal brand and devise a strategy for communicating your value to grow your reach.

#### Learning Outcomes

- Define your personal brand
- Learn how to improve your online presence and appear in relevant search results
- Develop a social media strategy to promote your brand and grow your reach



**(CONTINUED) Develop Your Personal Brand****Evaluation**

Successful completion of this course is dependent on completion of the course content and a final knowledge check in the form of a quiz. A minimum of 70% must be achieved within 3 attempts to earn credit for this course. Any learner that does not meet the minimum grade and is choosing/required to retake the course will be able to do so at 50% off the regular course registration fee.

# TEACHING COURSES

**COURSE OVERVIEW**

<b>Credit Value</b>	3
<b>Cost</b>	\$400
<b>Delivery Method</b>	Blended Learning (eLearning module and in-person workshop)
<b>Course Duration</b>	2 Consecutive Days
<b>Course Availability</b>	November-March

**Instructor of Intermediate Golfers Workshop**

The PGA of Canada, in partnership with Golf Canada and the Coaching Association of Canada, offers members access to the best instructional and coaching training in the world through the National Coaching Certification Program (NCCP). The NCCP is broken down into three streams: Community, Competition and Instruction, and includes subsequent contexts that align coaching activities with specific participants and their respective stages of development.

This initiative allows members of the PGA of Canada to identify themselves as having a certified level of expertise in the fields of golf instruction and coaching, allowing members to differentiate themselves with club owners and the golfing public.

*Instructor of Intermediate Golfers* builds on many of the core principles from *Instructor of Beginner Golfers*, providing learners with a deeper understanding of instructional elements. New learnings include techniques for individualizing instruction for players with different preferred perceptual channels, learning styles and levels of confidence; observation, detection and correction of performance; and how to best deliver feedback/progress reports to your students. Learn how to apply a sound business approach to organize, promote and implement an instructional program for intermediate golfers.

**COURSE OVERVIEW**

<b>Credit Value</b>	1
<b>Cost</b>	\$75
<b>Delivery Method</b>	Portfolio and Video Submission
<b>Course Duration</b>	At Learner's Pace
<b>Course Availability</b>	All Year

**Instructor of Intermediate Golfers Evaluation**

The *Instructor of Intermediate Golfers* evaluation has three components: the Make Ethical Decisions evaluation, a portfolio and a 30-minute video lesson. You can begin the evaluation any time after you've attended the in-person training.



COURSE OVERVIEW	
Credit Value	2
Cost	\$400
Delivery Method	In-person Workshop (2 days)
Course Availability	May-June and September-October. *Annual Workshop Schedule typically released early March

COURSE OVERVIEW	
Credit Value	1
Cost	\$75
Delivery Method	Portfolio and Video Submission
Course Duration	At Learner's Pace
Course Availability	April-June & August/September. *Annual Workshop Schedule typically released early March

## Instructor of Advanced Golfers Workshop

The PGA of Canada, in partnership with Golf Canada and the Coaching Association of Canada, offers members access to the best instructional and coaching training in the world through the National Coaching Certification Program (NCCP). The NCCP is broken down into three streams: Community, Competition and Instruction, and includes subsequent contexts that align coaching activities with specific participants and their respective stages of development.

This initiative allows members of the PGA of Canada to identify themselves as having a certified level of expertise in the field of golf instruction and coaching, allowing members to differentiate themselves with club owners and the golfing public.

*Instructor of Advanced Golfers* is the highest-level context within the NCCP's Instruction Stream. This two-day workshop is designed to provide learners with the practical knowledge required to effectively instruct highly-skilled golfers looking to improve their technical skills. Liam Mucklow from The Golf Lab and the PGA of Canada's Technical Director Glenn Cundari will conduct an interactive workshop based on real experiences with an advanced golfer.

## Instructor of Advanced Golfers Evaluation

The *Instructor of Advanced Golfers* evaluation has three components: the Make Ethical Decisions evaluation, a portfolio and a 30-minute video lesson. You can begin the evaluation any time after you've attended the in-person training.

# COACHING COURSES

COURSE OVERVIEW	
Credit Value	3
Cost	\$500
Delivery Method	Blended Learning (eLearning module and in-person workshop)
Course Duration	2 Consecutive Days
Course Availability	April-June and September-October. *Annual Workshop Schedule typically released early March

## Coach of New Competitors Workshop

The National Coaching Certification Program (NCCP) is developed in partnership with the Coaching Association of Canada (CAC) and Golf Canada. The NCCP is broken down in three streams: Community, Competition and Instruction.

The PGA of Canada is the only PGA in the world to have clearly distinguished the difference between the competencies of an instructor and a coach. Individuals in the Instruction stream are PGA of Canada members with participants usually experiencing golf for the first time through a series of lessons. Coaches in the Competition stream of the NCCP often have previous coaching experience and tend to work with athletes over the long term to improve performance, often in preparation for club, regional, provincial, national, and international competitions.

The focus of coaches typically involves analyzing multiple performance factors such as periodized planning, developing athletic abilities, tournament planning, managing relationships, supporting athletes at competitions, working with other support staff, and reporting on athlete progress. Coaches will be equipped in this workshop to better introduce their players to a competitive environment, understand the ramifications of winning and losing, expose their athletes to training as a foundation for the competitive experience, as well as introduce their athletes to participation in regional competitions.



**(CONTINUED) Coach of New Competitors****Learning Outcomes**

- Ability to create a fun learning environment and incorporate play as a learning tool
- Experience in golf and/or sport competition and ability to introduce juniors to competition
- Develop problem solving and critical thinking skills in athletes
- Understand and possess the ability to develop physical literacy
- Understand the basic rules of golf
- Ability to develop basic golf skills
- Gain an introductory level of knowledge regarding fitness and nutrition
- Develop strong communication and organizational skills as it relates to athletes and parents
- Understand growth and development principles
- Focus on performance goals and process
- Introduction to management of statistics

**COURSE OVERVIEW**

Credit Value	1
Cost	\$100
Delivery Method	Portfolio and Video Submission
Course Duration	At Learner's Pace
Course Availability	All Year

**Coach of New Competitors Evaluation**

The *Coach of New Competitors* evaluation has three components: the Make Ethical Decisions evaluation, a portfolio and two videos you will conduct with your athletes. You can begin the evaluation any time after you've attended the in-person training.

**COURSE OVERVIEW**

Credit Value	4
Cost	\$1,500
Delivery Method	In person
Course Duration	Five Days
Course Location	TBD
Course Availability	Bi-annually*

**Coach of Developing Competitors Workshop**

The five-day coaching camp is designed for coaches supporting developing athletes ranging from the *Learn to Compete* to *Train to Compete* stages of the LTPD. Facilitators include Tristan Mullally, Derek Ingram, Liam Mucklow, Dr. Penny Werthner, Glenn Cundari, and Greg Redmond.

**COURSE OVERVIEW**

Credit Value	2
Cost	\$1,200
Delivery Method	Self-Paced
Course Duration	At Learners Pace
Course Availability	All Year

**Coach of Developing Competitors Evaluation**

The *Coach of Developing Competitors* evaluation, which is the highest coaching context for golf coaches in Canada, is a truly unique learning experience. Paired with one of our esteemed Class "A" professionals, you will be required to submit a portfolio that includes a collection a resources designed by you for your athlete(s), a series of videos with your athlete(s), as well as spend a full day with one of our evaluators and your athlete at a competitive event.

The CDC Certification process also involves a series of multi-sport modules to complete.



# TEACHING & COACHING COURSES

## COURSE OVERVIEW

Credit Value	3
Cost	\$350
Delivery Method	Live-instructed eLearning
Course Duration	4 Sessions (8 weeks)
Session Length	Each session is scheduled for 90 minutes
Course Availability	Winter and Fall Delivery

\*This course is typically scheduled twice a year, leading into and out of the golf season. Registration closes one day before a session begins with limited spaces available.

### Course Facilitator - Ellen Shaffner



Ellen Shaffner is a PhD candidate in Management and works as a professor in the Department of Communications and Public Relations at Mount Saint Vincent University. She specializes in management and leadership skills, as well as communication and general business. She also regularly consults for small businesses across a variety of industries.

Ellen played golf throughout her youth and has a high-level understanding of the sport. This has helped her understand the strategic challenges of crafting a successful business and brand in the golf industry. She is passionate about helping others develop their skills and achieve success as leaders in their fields. In her course, you can expect to have fun, think strategically, and apply knowledge in a practical, hands-on way which will positively benefit your career.

## COURSE OVERVIEW

Credit Value	2
Cost	\$250
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 90-120 minutes
Course Availability	All Year

## Building and Leading a Small Business

Do you have a great business idea? Do you dream of expanding an existing business? Do you often wonder if you are maximizing your earning potential as a PGA of Canada professional? If you answered "Yes" to any of these questions, then *Building and Leading a Small Business* is a must for your professional development. In this course, you will be led by an experienced facilitator who will deliver key information related to planning, launching and growing your small business. The business knowledge delivered in this course is highly relevant and includes topics such as researching your industry, identifying your niche, finding your customer, branding your business, communicating with your markets, and the basics of ownership, financing, accounting, management, and leadership. By the end of this course, you will develop a personalized business plan that you can put into action.

### Learning Outcomes

- Explain what it means to have an entrepreneurial mindset
- Explain the difference between being an entrepreneur and having an entrepreneurial mindset
- Identify the skills and strengths required to start your own small business
- Create a business case
- Explain who you are targeting and why you have chosen that niche
- Critically assess roadblocks and stagnant periods and make changes accordingly
- Understand basic laws governing entrepreneurs
- Effectively market to your target audience
- Outline when to hire and how to manage employees
- Explain the challenges that come with starting a business
- Identify short and long-term planning strategies

### Evaluation

Successful completion of this course is dependent on attendance and bi-weekly assignments culminating in a final project. Each learner must earn a 70% on the final project. Those who fail to achieve 70% are able to resubmit their assignment for a maximum of 3 additional attempts.

## Using Technology to Improve Your Teaching Business

In the current teaching climate, subjective assessments of the golf swing are becoming fast outdated. New technologies are advancing the game in all areas — including teaching. There is an increasing number of available diagnostic tools such as launch monitors, pressure and force plates, and 3D-motion capture technologies that can help you more precisely analyze the golf swing. Learn how to harness the power of technology to detect errors in the golf swing and improve your instructional ability.



**(CONTINUED)****Using Technology to Improve Your Teaching Business****Learning Outcomes**

- Explain the basic movements of the human body and how they relate to the golf swing
- Describe how video, launch monitors, pressure and force plates, and 3D-motion technologies can be used to capture, interpret and present information on the golf swing
- Develop new ideas for revenue generation using technology
- Develop a basic business plan for investing in technology

**COURSE OVERVIEW**

Credit Value	1
Cost	\$0
Delivery Method	Asynchronous eLearning through www.coach.ca
Course Duration	Approximately 60-90 minutes
Course Availability	All Year

**Safe Sport Training**

The PGA of Canada is committed to making golf a safe place for all. Safe, inclusive sport environments help make sport rewarding and enriching for everyone. By completing *Safe Sport Training* you will gain the knowledge and skills to create healthy and safe environments by recognizing, addressing and preventing maltreatment in sport.

**Learning Outcomes**

- Understand that everyone has a role to play in keeping sport safe, how the misuse of power leads to maltreatment and the principles of the Universal Code of Conduct
- Understand the various types of maltreatment, the conditions that enable them and how to recognize signs that they may be happening
- Know what to do if you suspect maltreatment and how you can create a culture that protects all participants

**Evaluation**

Successful completion of this course is dependent on completion of the course content and a final knowledge check in the form of a quiz.

**GOLF OPERATIONS COURSES****COURSE OVERVIEW**

Credit Value	2
Cost	\$225
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 90-120 minutes
Course Availability	All Year

**An Introduction to Managing Teams**

Attracting, hiring and retaining the right people is critical to the success of your business. Once you have the best on your team, you need to provide the necessary supports to maximize productivity. In the golf industry, this often falls to Head Professionals, Executive Professionals and Directors of Golf who have not had the luxury of training and education in human resources. Employee motivation and performance can also be challenged by the seasonal nature of the business. In *An Introduction to Managing Teams*, you will learn the basics of hiring and managing teams throughout the employee lifecycle.

**Learning Outcomes**

- Attract high-quality candidates to your organization by writing effective job ads
- Select the right candidate for the role through effective interviewing
- Design an onboarding process that ensures employees can be successful in their new roles
- Create learning plans for your employees that foster intrinsic motivation and lead to improved job performance
- Manage employee performance through effective feedback
- Explain the disciplinary process from warnings to termination
- Apply effective training strategies for adult learners



**(CONTINUED) An Introduction to Managing Teams****Evaluation**

Successful completion of this course is dependent on completion of the course content and a final knowledge check in the form of a quiz. A minimum of 70% must be achieved within 3 attempts to earn credit for this course. Any learner that does not meet the minimum grade and is choosing/required to retake the course will be able to do so at 50% off the regular course registration fee.

COURSE OVERVIEW	
Credit Value	2
Cost	\$200
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 120-160 minutes
Course Availability	All Year

**Executing A Successful Golf Tournament & Event**

Running a successful tournament is pivotal to the role of any professional. Whether it be a charity event, club tournament, or professional championship – PGA professionals are often the responsible for running these events from start to finish. This course will cover all aspects of the event lifecycle, including planning, staffing, marketing, retail, food and beverage, risk management, success measurement, and post-event analysis.

**Learning Outcomes**

- Ability to effectively work with conveners and gather the key information necessary to execute a successful event
- Understand the importance of staffing for events and develop a system to inform and educate staff on expectations
- Develop the tools needed to understand your competitive environment, build a strategic plan and grow your event business
- Understand the role of the food and beverage department as it relates to events and develop a system of information sharing between departments
- Understand how to critically measure the success of events and develop plans to improve them
- Identify risk as it relates to event management for golf facilities and development plans for risk mitigation

**Evaluation**

This course provides learners the opportunity to be evaluated in one of two ways:

1. Learners can complete the quiz after the course content is completed.
- OR
2. Learners have the option to present and discuss an idea with the evaluator on a new concept or learning outcome from the course.

COURSE OVERVIEW	
Credit Value	2
Cost	\$250
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 90-120 minutes to complete
Course Availability	All Year

**Successful Retail: From Buying to Selling**

If you have a role in the golf shop, you are involved in retail. It is essential to understand the basic language of merchandise and what factors contribute to a successful retail operation. From designing your shop layout and ordering merchandise to pricing and displaying your product, learn how to maximize sales and run an effective retail shop.

**Learning Outcomes**

- Design a shop layout to maximize customer traffic and sales
- Plan purchases with consideration of budget and target audience
- Receive and prepare an order for sale
- Use strategic markups and markdowns to maintain profit margins
- Present merchandise in a way that makes it easy for the customer to shop
- Display merchandise to maximize sales



**(CONTINUED) Successful Retail: From Buying to Selling****Evaluation**

Successful completion of this course is dependent on completion of the course content and a final knowledge check. A minimum of 70% must be achieved within 3 attempts to earn credit for this course. Any learner that does not meet the minimum grade and is choosing/required to retake the course will be able to do so at 50% off the regular course registration fee.

**COURSE OVERVIEW**

<b>Credit Value</b>	3
<b>Cost</b>	\$350
<b>Delivery Method</b>	Asynchronous eLearning
<b>Course Duration</b>	12 weeks (2 weeks per module topic)
<b>Course Availability</b>	Fall/Winter Delivery (one session per year)

**Course Facilitator - Eddie Bullock**

Eddie Bullock is a leading consultant in the golf hospitality industry. He specializes in golf facility management with a broad range of golf-related disciplines including customer service/user experiences, strategic management, structured organizational changes and development of organizational culture. A frequent speaker within the golf and club industry throughout Europe, Bullock is widely recognized as an authority on emerging lifestyle trends. He is associated with a variety of luxury-branded golf organizations, acting as a support service to develop their vision, while providing direction on strategic partnerships.

**Building the Customer Experience at your Facility**

PGA of Canada professionals play a central role in delivering exceptional customer experiences. This starts with understanding your customer base and developing a plan to keep them engaged as well as managing difficult situations. In this course, you will learn how to create a culture of service excellence and deliver memorable guest experiences throughout the entire customer journey. Evaluate your leadership strategies and develop a cutting-edge service model that will allow you to stand out from the competition.

*Building the Customer Experience at Your Facility* comprises six modules: Surprise and Delight, Setting Service Standards, Understanding Your Customers, Managing Challenging Customers, Developing Service Teamship, and Evaluating Customer Service.

**Course Expectations and Timelines**

You have two weeks to complete all the learning activities in each module. The learning activities include:

- **Learn its!:** Structured learning modules in which you will explore and engage with content that is related to the module's topic
- **Discuss its!:** Discussions with your fellow learners
- **Share its!:** Opportunities for sharing and receiving feedback on practical materials and approaches
- **Apply its!:** Assignments that are to be submitted for evaluation

**Learning Outcomes**

- Describe the key elements of a customer experience that "surprises and delights"
- Define your vision and mission for the customer experience at your facility, the underlying customer service values and the behaviours that drive them
- Develop personas to understand your customers and how you can "surprise and delight" them at each touchpoint
- Apply strategies to manage customers presenting with challenging behaviours
- Foster a service culture and a sense of teamship across your facility
- Self-assess your own customer service skills, as well as evaluate those of your team and the customer service provided at your facility



COURSE OVERVIEW	
Credit Value	2
Cost	Differs by Provincial Golf Association
Delivery Method	In person
Course Availability	This course is scheduled and delivered by Golf Canada's provincial organizations. Cost and availability subject to each organization

COURSE OVERVIEW	
Credit Value	1
Cost	\$30
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 60 minutes
Course Availability	All Year

## Rules Level 2

Level 2 (Provincial certification) seminars will be conducted by the Provincial Golf Associations (PA), and the curriculum will begin to look at the more important playing Rules in detail. Some of the complexities that are found in the Rules of Golf book or the Official Guide on the Rules of Golf are introduced along with also implementing on-course demonstrations. Level 2 is designed for individuals who are involved -- or want to be involved -- in tournament administration.

### Eligibility

- Level 1 certified (online)

### Requirements to be Level 2 Certified

- Attend and achieve a minimum of 80% on the Level 2 exam, administered by the PA
- Complete 50 hours of on-course experience as a Referee
- Complete an additional 10 hours accompanying a Level 3 certified Referee at a championship

## Respect Group: Respect in the Workplace

*Respect in the Workplace* was developed to provide organizations of all sizes with a standard, cost-effective tool to empower their teams with the skills to prevent bullying, abuse, harassment and discrimination (BAHD). This course is about improving workplace culture and limiting organization risk and liability.

### Course Background

- Employers are required by the Canadian Human Rights commission and Canada Labour Code to develop their own harassment policies and provide anti-harassment, bullying and discrimination training
- Employers can be held legally responsible for BAHD. If they cannot prove they have instituted all "reasonable measures" to prevent these occurrences from happening, they may find themselves facing serious financial and legal consequences
- Traditional training methods are typically offered only to upper management or through internal "Train the Trainer" workshops. These can be expensive, impractical and do not guarantee that everyone receives the same training, regardless of level. *Respect in the Workplace* sets a standard and improves culture by ensuring everyone is on the same page

### Learning Outcomes

- Power dynamics in the workplace
- Defining, dealing with and reporting bullying, abuse, harassment and discrimination
- Empowering the bystander
- Managing emotions
- Understanding mental health outcomes due to maltreatment
- Your responsibilities as a member of the team



# MANAGEMENT AND LEADERSHIP COURSES

## COURSE OVERVIEW

Credit Value	4
Cost	\$375
Delivery Method	Asynchronous eLearning
Course Duration	12 weeks (2 weeks per module topic)
Course Availability	Fall/Winter Delivery (one session per year)

### Course Facilitator - George Pinches



George Pinches was a private club GM/COO for 33 years and is widely regarded as one of the industry's top minds with respect to club governance. He managed five clubs in three Canadian provinces including Hamilton G&CC, Point Grey G&CC, Royal Mayfair GC, and The Royal Glenora Club. George considers the ability to work with boards and committees a key success factor in club management.

George previously taught in the Golf Management Program at Grant McEwen University in Edmonton. He currently instructs Golf Club Governance in the Business of Golf and Resort Management Program for McMaster University and has taught sections of the Business Management Institute (BMI) courses, a certification requirement for CMAA.

## Managing Your Golf Facility Governance

This is an advanced-level course ideally suited for participants with a minimum of 5 years' management experience. Before registering for this course, we **highly encourage** learners to review all course expectations and timelines as this course has specific assignment and module completion dates.

### Module Topics

1. Foundations of Governance
2. Managing Stakeholder Documents and Resources
3. Board Development and Performance Measures
4. Meetings and Other Proceedings
5. Connecting Boards, Committees and Management
6. Writing Proposals and Making Decisions

### Learning Outcomes

- Provide recommendations for improving your golf facility's governance structure to better align it with the Club Governance Model
- Review and revise the key governance documents at your facility so they align with best practices
- Implement best practices related to board development and performance monitoring
- Apply strategies to run effective meetings
- Design an effective committee structure for your golf facility and define the ideal composition of each committee
- Write a proposal to gain support for an idea

### Evaluation

Successful completion of this course is dependent on achieving 70% or higher for each learning activity associated with the modules.

### The learning activities include:

- **Learn its!:** Structured learning modules where you will explore and engage with content that is related to the module's topic
- **Discuss its!:** Discussions with your fellow learners
- **Share its!:** Opportunities for sharing and receiving feedback on practical materials and approaches
- **Apply its!:** Assignments that are to be submitted for evaluation
- **Check its!:** Knowledge checks to assess your understanding of the module content



COURSE OVERVIEW	
Credit Value	3
Cost	\$350
Delivery Method	Live-instructed eLearning
Course Duration	4 Sessions (8 weeks)
Session Length	Each session is scheduled for 90 minutes
Course Availability	Fall/Winter Delivery (one session delivered annually)

### Course Facilitator - Tim Robinson



Tim Robinson has over 25 years of experience in learning and leadership development and is currently working as a Senior Associate in the Talent and Leadership Development practice for an international leadership development company.

Tim has facilitated a diverse range of leadership development programs targeted at emerging, mid-level and senior leaders. One of his core facilitation beliefs is that leadership skills can be learned and therefore he strives to create a learning environment that inspires personal reflection, courageous dialogue, teamwork, and ultimately behavior change. He holds a PhD in Education from the University of Ottawa, is a certified executive coach and facilitator.

COURSE OVERVIEW	
Credit Value	2
Cost	\$200
Delivery Method	Asynchronous eLearning
Course Duration	Approximately 60-75 minutes
Course Availability	All Year

## Developing Executive Leadership and Building a Performance Culture

This is an advanced-level course that is ideally suited for participants with a minimum of 5 years' experience leading individuals and teams.

Each session topic has a number of associated objectives:

### Topic 1: What is Leadership?

- Contrast various leadership approaches
- Discuss the role of executive leaders
- Identify the behaviors of executive leadership
- Review the top derailers to leadership success

### Topic 2: Key Elements of Executive Leadership

- Discuss the importance of social power to leadership effectiveness
- Compare and contrast different influence strategies
- Assess participant's preferred influence strategy and learn how to adopt strategy in different situations

### Topic 3: Change Leadership Strategies

- Discuss the type of changes clubs are dealing with
- Review the underlying psychology/principles of change
- Develop a communication plan that inspires confidence and promotes positive change

### Topic 4: Leadership Impacts on Culture

- Review the key elements of workplace culture
- Discuss strategies to change / improve club's culture
- Create an action plan to improve a club's culture and performance

### Evaluation

Successful completion of this course is dependent on attendance (each learner must attend at least 3 out of the 4 live sessions) and bi-weekly assignments culminating in a final project.

## Build Success Through Diversity and Inclusion

This course is designed to help PGA of Canada professionals contribute to the success of their facility/organization, as well as golf in Canada, by creating a climate that reflects, respects and promotes diversity and inclusion.

### Learning Outcomes

- Recognize some of your implicit biases and their potential negative impact
- Explain why it's important to create a climate that is diverse and inclusive
- Apply strategies to foster diversity and inclusion to improve the success of your business

### Evaluation

Successful completion of this course is dependent on completion of the course content (approximately 45 minutes in length) and a final knowledge check in the form of a quiz. A minimum of 70% must be achieved within 3 attempts to earn credit for this course. Any learner that does not meet the minimum grade and is choosing/required to retake the course will be able to do so at 50% off the course registration fee.



# MENTORSHIP COURSES

## COURSE OVERVIEW

	2
Credit Value	*Counts towards re-specialization in the pathway you choose to mentor in.
Cost	\$100
Delivery Method	Asynchronous eLearning

## Becoming A Mentor

This is an opportunity for Class “A” professionals to give back to the membership and shape the future of the association and its up-and-coming PGA professionals. Since the PGA of Canada was founded in 1911, mentorship has been an integral part of an Apprentice’s journey toward Class “A” status. Mentorship has since evolved from informal to formal experiences with learning outcomes, deliverables and more.

The *PGA of Canada Mentorship Program* is the result of extensive research based on current literature, existing programs and the input of subject matter experts with decades of experience in the field. The goal of the mentorship program is to provide the foundation for mentors and mentees to develop the skills, experience and support needed to achieve their personal, career and business goals.

## Learning Outcomes

- Accelerate the growth and development of aspiring golf professionals through the influence, guidance and direction provided by an experienced PGA of Canada professional
- Broaden the professional network (within and outside of the golf industry) of aspiring golf professionals
- Engage successful PGA of Canada professionals in a formal process to help aspiring golf professionals establish a career path
- Strengthen the overall leadership culture of the PGA of Canada by capitalizing on the collective knowledge and experiences of its leaders





COURSE OVERVIEW	
Credit Value	3.5
Cost	\$300
Delivery Method	Blended Learning

## Mentorship:

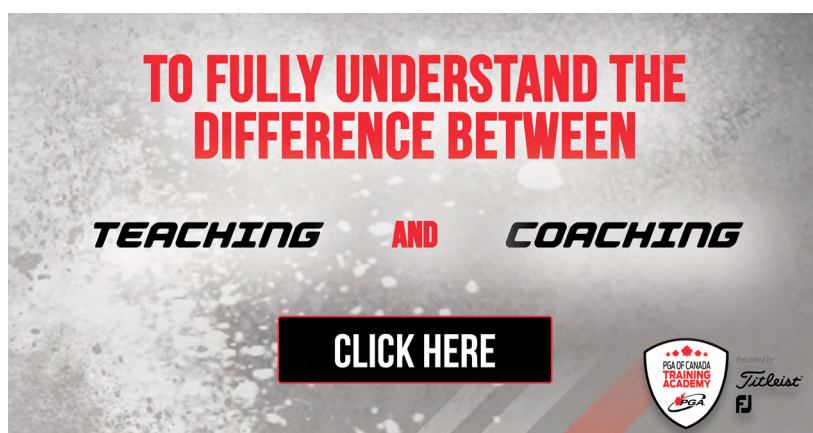
### Teaching, Coaching, Golf Operations, Golf Business

Since the PGA of Canada was founded in 1911, mentorship has been an integral part of the an Apprentice's journey toward Class "A" status.

Having the guidance, encouragement and support of a trusted and experienced mentor provides a broad range of personal and professional benefits, ultimately leading to improved performance in one's career. Mentors provide young and aspiring golf professionals the opportunity to learn and benefit from the years of experience of seasoned PGA of Canada professionals.

The four mentorship areas are aligned with our four specializations:

- Teaching Mentorship\*
- Coaching Mentorship\*
- Golf Operations Mentorship
- Golf Business Mentorship



### Expectations of the Mentee

As a mentee in this program, it is expected that you will:

- Take initiative to drive the relationship and be responsible for your own career development and planning
- Select a mentor who fits your area of interest and will expand your network of professionals
- Have identified individual goals and objectives as the basis of registering for this program
- Ask questions and commit to the touchpoints, deadlines and action items agreed upon by the mentor/mentee
- Ask for suggestions and advice early in the relationship
- Be committed to put advice from the mentor into action (i.e. the program is not theory-based; it is action-oriented.)
- Listen to your mentor's advice, apply some of their ideas and be prepared to report on updates throughout the program
- Commit to a minimum eight-month engagement and minimum five touchpoints of at least 30 minutes in length



# PGA RECOGNIZED PROGRAMS



CONTINUING  
EDUCATION

The PGA of Canada has partnered with the following programs within the PGA Training Academy.

For more information visit  
[www.pgaofcanada.com/education](http://www.pgaofcanada.com/education)

CORE

ROLES OF A GOLF  
PROFESSIONAL

TEACHING

COACHING

TEACHING  
&  
COACHING

GOLF OPERATIONS

MANAGEMENT AND  
LEADERSHIP

MENTORSHIP

PGA RECOGNIZED  
PROGRAMS