





- 3 Overview
- 9 Scheduling and Pricing
- 19 Running your Program Elements
- Support for You
- 35 Implementation
- Next Steps











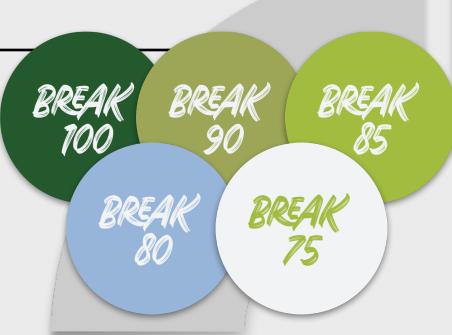
### Overview of the Scoring University

This program is designed to provide an engaging, group based options across a range of scoring goals. The exact scoring goal program you offer is dependant on the needs of your club, however, there are standardized deliverables across all of the Scoring University programs regardless of the one you are delivering.

An overview of this program includes:

#### **5 Program Options**

 There are five program options within the Scoring University which are targeted at specific scoring goals ideal for students at your club. Students should subscribe to one of the five scoring universities.





#### Recommended to be Subscription Based

 The Scoring University programs are recommended to be offered on a subscription basis across the five program options.

#### Flexibility for You

 This exact scoring university programs you offer at your club and when this are delivered will be specific to your needs and the needs of your student base.



 All the Scoring University programs elements are delivered on a group basis.





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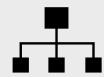
### Purpose of the Scoring University

This category of Social Coaching is designed with a clear output which will drive value to your members and guests coaching experience, connect to other programs within the coaching pathways as well delivering clear benefits to you, your club and the business. The purpose of a Scoring University program specifically includes:



### **Drive Game Development Based on Scoring Goals**

 The scoring university is specifically targeted towards engaging students at your club who have a specific scoring goal. Students sign up to one of the five programs to receive content and social interactions specific to their scoring goal.



### **Connection to Other Programs**

 The Scoring University programs provide the ideal stepping stone from activation events such as Golf Schools. The Break 100 programs is also the ideal stepping stone from graduating from the Game On Program.



### **Drive Supplementary Coaching**

 These programs provide a supplementary coaching opportunity for those engaged in other elements of coaching pathway such as the private coaching.



### Harness and Drive New Social Connection

 These programs will help drive social connections. Those enrolled can crucially meet others within the them scoring goal aspirations to help drive game development as well as external play and practice at the club.



### Provide a Long Term Pathway

 The scoring university programs provide a long term coaching pathway for students which will keep them engaged in coaching at the club. Students can move seamlessly from one scoring university program to the next based on their scoring goal achievements.



### Alternative Coaching Proposition

 These programs offer an alternative coaching opportunity for students at your club. Group based coaching will provide the opportunity to develop social interactions as well as offer a attractive price proposition.

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### The Five Programs

Within the Scoring University there are five core programs. These have been designed to caterer for a range of students at your club and offers them attractive scoring goal progression. It will also allow students to meet others of similar aspirations.

The Five Scoring Goal Programs are:



This is the ideal stepping stone for students who have completed the Game On Program. It is targeted at those looking to score consistently under 100.

Targeted at those looking to score under 90 and those who

Targeted at those looking to score under 90 and those who may currently being scoring consistently in the 90's on the course with the occasion score in the 80's.



Targeted at those looking to score under 85 and those who may currently be scoring consistent in the low 90's or in the high 80s. This is one of the most popular scoring targets in golf club membership.



Targeted at those looking to score under 80 and those who may currently be scoring consistently in the low 80's or occasionally in the high 70's.



Targeted at those looking to score under 75 and those who may currently being scoring consistently in the mid to high 70's.







### What's Included

You have the flexibility to add additional options to each of the Scoring University programs and decide which of the five programs to offer at your club. However it is recommend that you offer registration of the program on a subscription basis and include the following:



#### What is included?



1 x Weekly Group Based Themed Class (3 Per Month)

Students can attend a weekly group based class focusing on a specific topic with content tailored to their specific scoring goal.



1 x Challenge Club Class (1 Per Month)

Students can attend a challenge club session once per month, scheduled on the week without a weekly themed class. This is opportunity to attempt the Scoring Goal challenges.



1 x Monthly 9 Hole Playing Event

Students can attend a monthly 9 hole playing event designed to help them meet and play with others of similar scoring goals as well as track their progress and receive on course assistance from you.





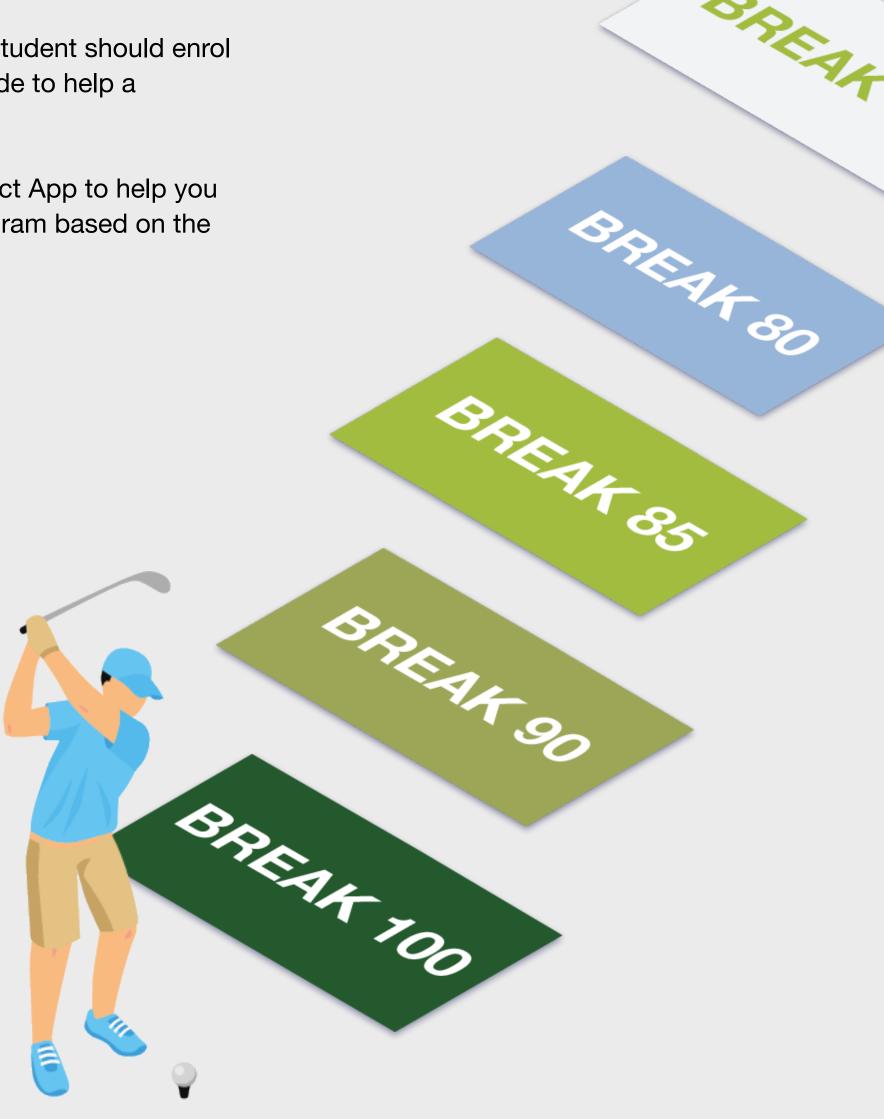




The Scoring University program has been designed as a long term social group pathway. A student should enrol on a scoring goal program based on their current skill level and scoring goal. You are the guide to help a student navigate the program and move from one scoring goal program to the next.

A range of scoring goal challenges have been developed and integrated into the GLF. Connect App to help you guide the journey of the student. A student may be ready to move the next scoring goal program based on the following:

## **Completing a Program** Consistently breaking the scoring goal on the course in social and competitive play **Completed the Scoring University Level** within the GLF. Connect App Coach and student feel that skills and confidence have developed adequately to move to the next program









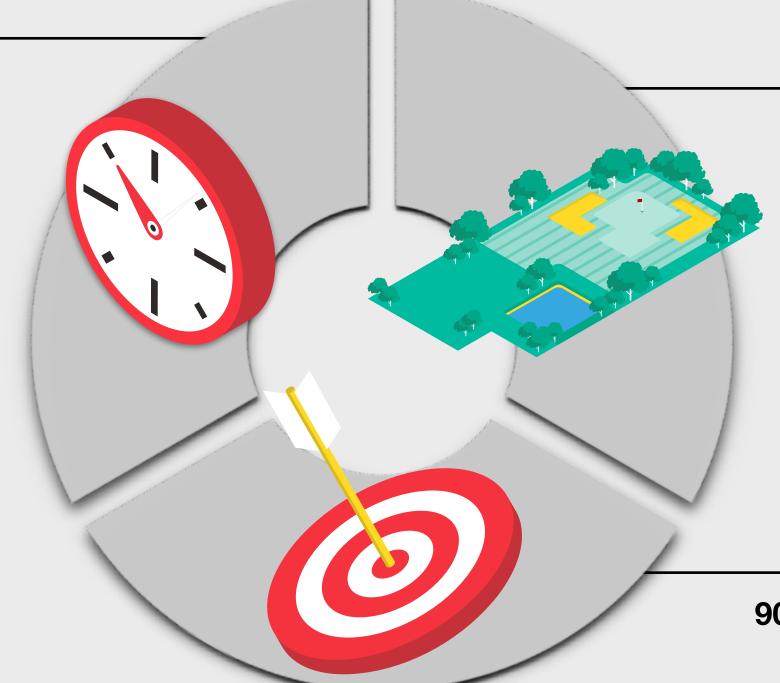


### Scheduling Expectations and Guidance

We understand that each venue is different in regards to access to facilities and the size of the coaching team. However, in order to deliver the program components and ensure that the participants can access all of the opportunities within the program there are some minimum expectations for running a Scoring University Program:

#### 90 Minute Weekly **Themed Classes**

• Students can attend a weekly group based class focusing on a specific topic with content tailored to their specific scoring goal. This class will focus on Swing, Short Game or Putting skills and include an opportunity to interact with others, receive coaching from you and participate in effective practice games and drills.



#### 9 Hole Play Event

Students can attend a monthly 9 hole playing event designed to help them meet and play with others of similar scoring goals as well as track their progress and receive on course assistance from you. You may run different events for different scoring goals or one single event with groups separated by scoring goal aspirations.

#### 90 Minute Monthly Challenge **Club Session**

 Students can attend a challenge club session once per month, scheduled on the week without a weekly themed class. This is an opportunity to attempt the Scoring Goal challenges within a specific skill.



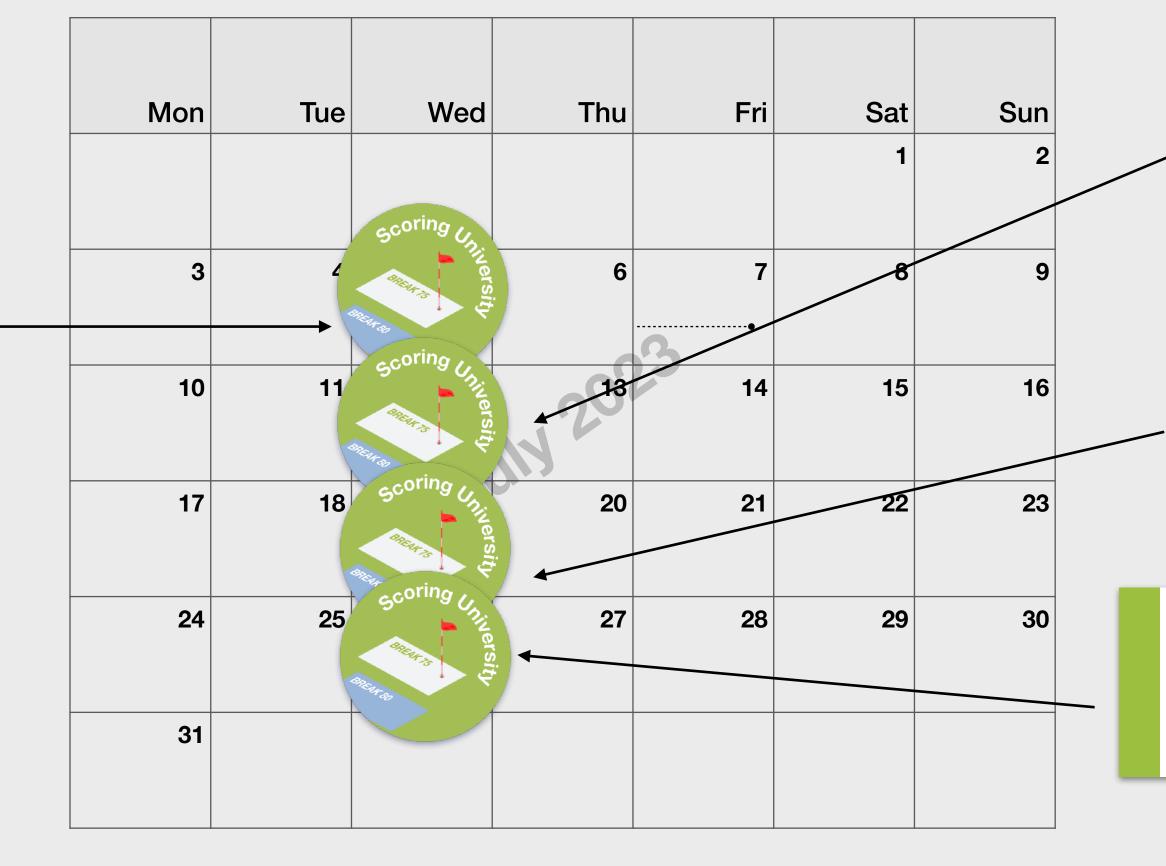


### Scheduling a Scoring University Program

Included within your specific Scoring University program should be a themed 90 minute class, focussed on a specific skills within the game within each skill category. The skill categories are Swing, Putting and Short Game. There should be a minimum of three classes within the month, ideally recommend to be scheduled on the same day and time. The fourth week should be your challenge club session. This session is an opportunity for those enrolled on the program to attempt the scoring goal challenges built into the program. These challenges will help those enrolled to benchmark their skills, track their progress and identify areas where they need to improve. They also offer a chance for you to promote effective practice and for students to build social connections with others.

An example below shows the three classes schedules in the first three weeks of the month at the same day and time, followed by the monthly challenge club session scheduled on the final week at the same day and time as the themed classes. The challenge clubs rotate each month around the three skills and students have an opportunity to attempt the challenges across each skill area.

Week: 1
Skill Category: Putting
Theme: Short Putts
Day: Wednesday
Time: 6pm - 7.30pm



Week: 2

**Skill Category:** Short Game

Theme: Chipping Day: Wednesday

Time: 6pm - 7.30pm

Week: 3

Skill Category: Swing

Theme: Driving
Day: Wednesday
Time: 6pm - 7.30pm

Week: 4 - Challenge Club Category: Short Game

Day: Wednesday
Time: 6pm - 7.30pm





### Scheduling a Scoring University Play Event

Included within your specific Scoring University program should also be a monthly 9 Hole play event. This event is an opportunity for those enrolled in the program to play 9 holes on the course under your supervision and with others of the same scoring goal.

An example below shows the monthly play event scheduled on the Saturday afternoon and therefore a different day to the themed classes and challenge club. You may decide to run different play events for different scoring university programs or link these together. This will depend on the size of your program, availability and access to the golf course. We recommend your event runs for 3 hours depending on number of students attending.

#### Mon Fri Sun Tue Wed Thu Sat 11 15 10 14 18 19 22 17 20 21 26 30 24 31

### Monthly Play Event Saturday 29th July Starting at 4pm

Time	Activity			
4pm	Collect Scorecards/ Meet and Greet			
4.10pm	Tee Times Start			
6.45pm	Play Finishes/ Collect Scorecards			
7pm	Event Finishes			



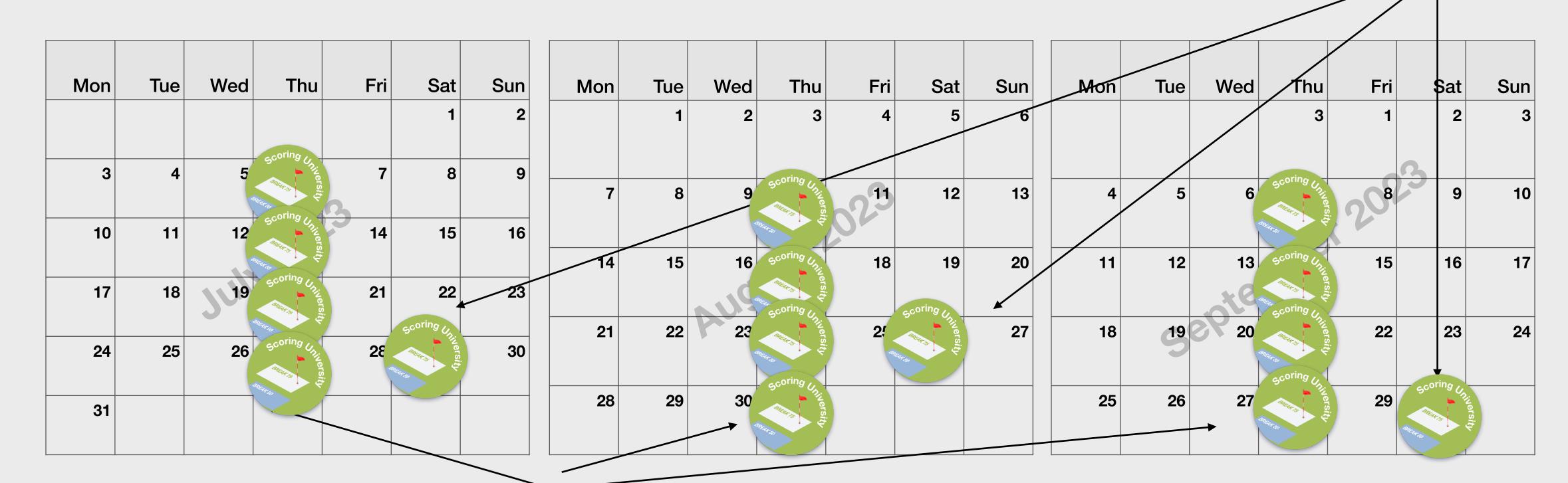




### Scheduling Example over 3 Months

Below shows an example of how the three program elements link together on a monthly basis and over a 3 month period. Over the 3 months, your students will have had an opportunity to attend 9 themed classes which rotate evenly around the three skill categories and topics within each of these.

Students will also have been able to attend three challenge club session, with one in each skill category. Therefore students will have attempted each of the challenges. They will also have had the opportunity to attend three Play Events. Play Event on the **Final Saturday of the** Month



**Challenge club Rotating Around Swing, Putting** and Short Game



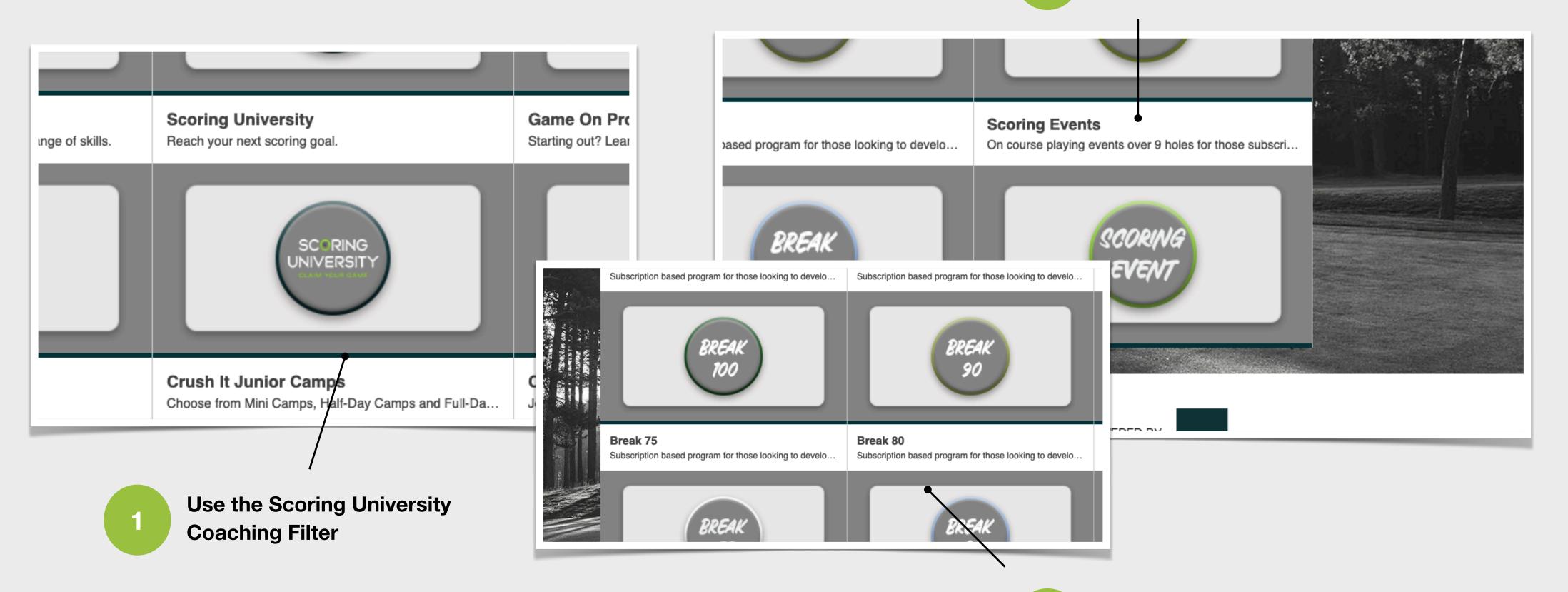




### Scheduling through GLF. Connect

It is important that when scheduling a Scoring University program that you schedule it correctly in your GLF. Connect system. The different supporting resources, including the Step by Step Guides and Training elements from the GLF. Connect support team, have been built based on the elements being scheduled in a specific way.

**Schedule the Themed Classes and Challenge** Clubs via the Specific program sub filter



Schedule the Play Event via the **Scoring Event Sub Filter** 







### Building your Scoring University through GLF. Connect

It is vital that you build your Scoring University program correctly on your GLF. Connect system so that you optimize the member and guest experience when booking onto your class. It is also vital so that reporting and insights are accurately reflected in the GLF. Connect system and you are able to reconcile with Micros. Use the guidance below as an overview but further training is provided by the GLF. Connect team via the Scoring University page and Knowledge base on the Training Hub.

### **Themed Classes and Challenge Club**



Schedule 4 weeks of classes and name each class session based on the Theme and the Challenge Club week.

Aim to schedule at the same time and day each week

Add a detailed description and price relevant to members and guests

#### **Play Event**

Use Class Type 1 or the Scoring University Play Event Template at Step 1 of the Class Builder

Schedule 1 event and name the event based on the month of the program

Aim to schedule at the same time and day each month

Name your Event to align to the Month and add a detailed description and price relevant to members and guests







### Guidance for Pricing your Scoring University

The price of your Scoring University program will vary depending on the internal classification of your venue. However, the recommended pricing is standardized across these classifications unless you have agreement from the Director of Golf Programming. Within a Scoring University you should include the three elements of the program but you have the flexibility to add additional bolts on's to the program at your discretion.

The recommend pricing of a Scoring University across the internal classifications is as follows:

		Premier \$30 per hour	Signature \$25 per hour	Classic \$20 per hour	Select \$20 per hour
Scoring University	<ul> <li>3 x Weekly Themed 90 Minute Class</li> <li>1 x Monthly 90 Minute Challenge Club</li> <li>1 x Monthly Play Event</li> </ul>	\$240	\$200	\$160	\$160
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### **Scheduling Summary**

The needs of your venue will be unique and therefore this will influence the exact scoring university and size of program you will choose to offer. However there are some key points to consider to help you in regards to scheduling your events:



#### **Utilise the Scheduling Guides**

In the Scoring University page of the training hub you can access a scheduling step by step guide which will help you with a number of recommended actions during this step of implementation.



#### Flexibility for You

You have flexibility over a number of areas when scheduling a Scoring University program. This includes:

- The exact programs you offer
- · The time and days you run program elements
- Different play events or a single play event across the programs



### **Use the GLF. Connect Training Resources**

The GLF. Connect support team have put together a number of supporting resources to help you schedule a Scoring University program correctly.



#### Scheduling and Bookings through GLF. Connect.

All of the program elements must be scheduled and bookings processed through your GLF. Connect system. This will ensure that participation can be effectively measured, you can communicate with participants and you can reconcile payments through Micros.



#### **Climate Dependent**

The length of program that you can offer will be dependent on the climate in which your venue operates. The exact dates and frequency will vary depending on the program delivery months.







### **Three Program Elements**

There are three elements to the Scoring University program, designed to help your students to develop their skills, track progress and develop social connections with others who have the same scoring goal aspirations.

The three program elements are and further details of the specific classes and topics within each is covered below:

### 90 Minute Weekly Themed Classes

Students can attend a weekly group based class focusing on a specific topic. Class will rotate around:

#### Swing

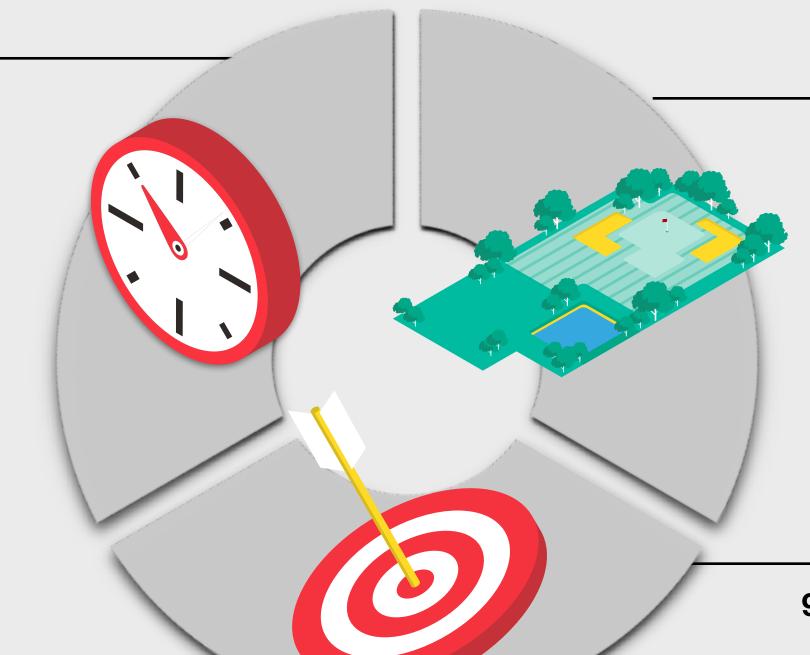
- Driving
- Fairway Woods/Hybrids
- Iron Play

#### Putting

- Short Putts
- Long Putts
- Scoring

#### Short Game

- Chipping
- Pitching
- Bunker Play



#### 9 Hole Play Event

Students can attend a monthly 9 hole playing event designed to help them meet and play with others of similar scoring goals. They can also earn their on the course scoring university challenges and record their scores.

### 90 Minute Monthly Challenge Club Session

Students can attend a challenge club session once per month. These rotate around the following topics:

- Swing Challenges
- Putting Challenges
- Short Game Challenges





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### **Themed Class Overview**

Themed Classes are designed to provide your students with an opportunity to develop the skills they need to achieve their specific scoring goals. It offers students an opportunity to get private coaching from you, practice effectively through games and drills, and learn from others of the same scoring goal aspirations.

#### **Included in a Themed Class**



Opportunity for group discussion and demonstrations



Practice games that can be completed in pairs or groups



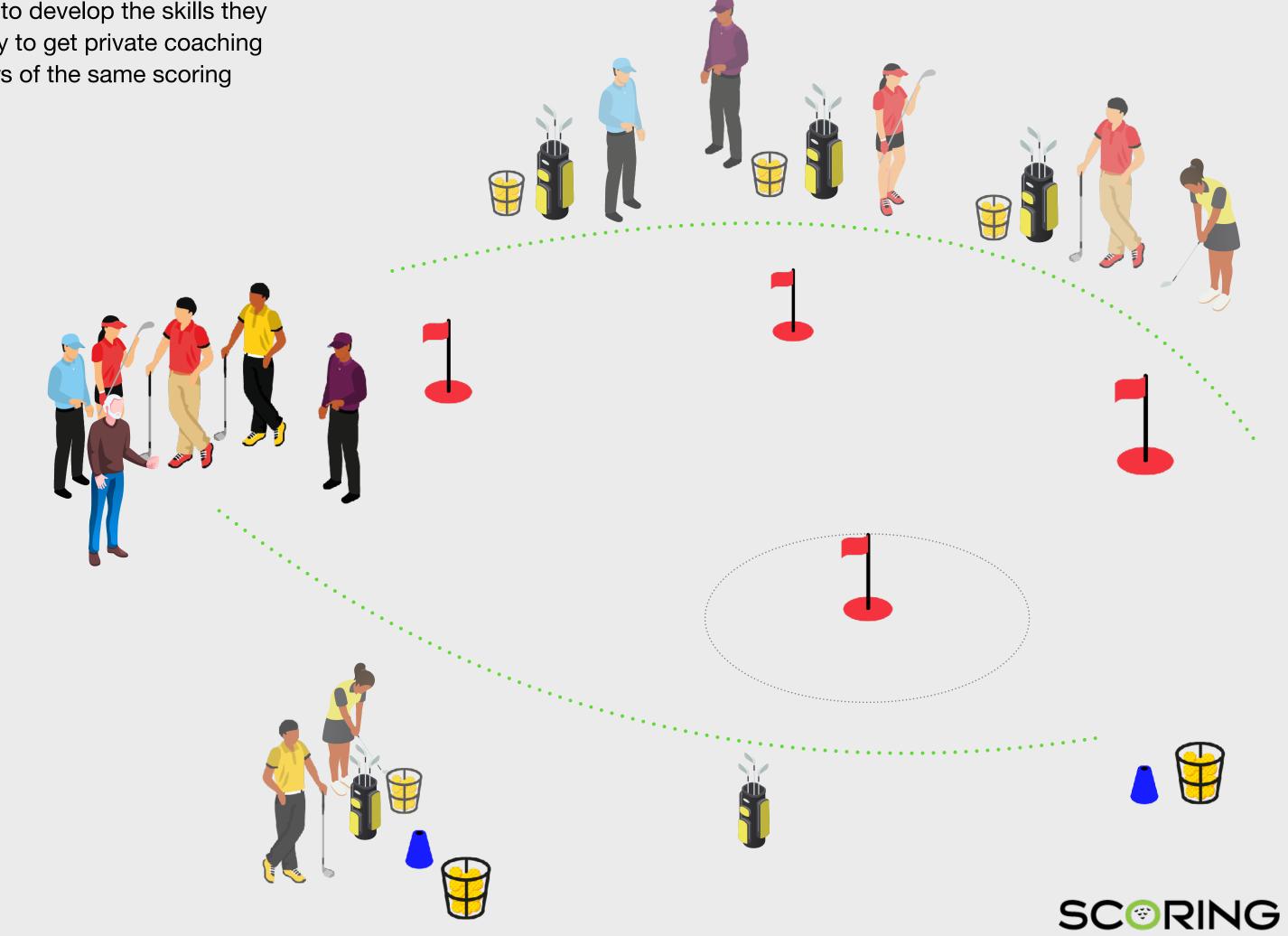
Effective practice drills that can be completed on a private basis



Opportunity for private coaching



Opportunity to attempt one of the scoring university challenges







### Themed Class Plans and Resources

In the training Hub you can access suggested themed class plans and resources to help you deliver your Scoring University Program. Resources are available across each program with examples plans for each theme.

Due to the students who will be attending the program, these plans provide best practice guidance on how to structure your class and ensure it is engaging for those attending. However, you will be the expert in providing your students with the guidance they need to develop their skills to achieve the scoring goal for the program they are attending. The resource you can access includes:



#### Example class plan across each category and theme. This will include:

- Timetable
- Equipment Required
- Layout and Setup Guidance
- Scoring Goal Challenge Card

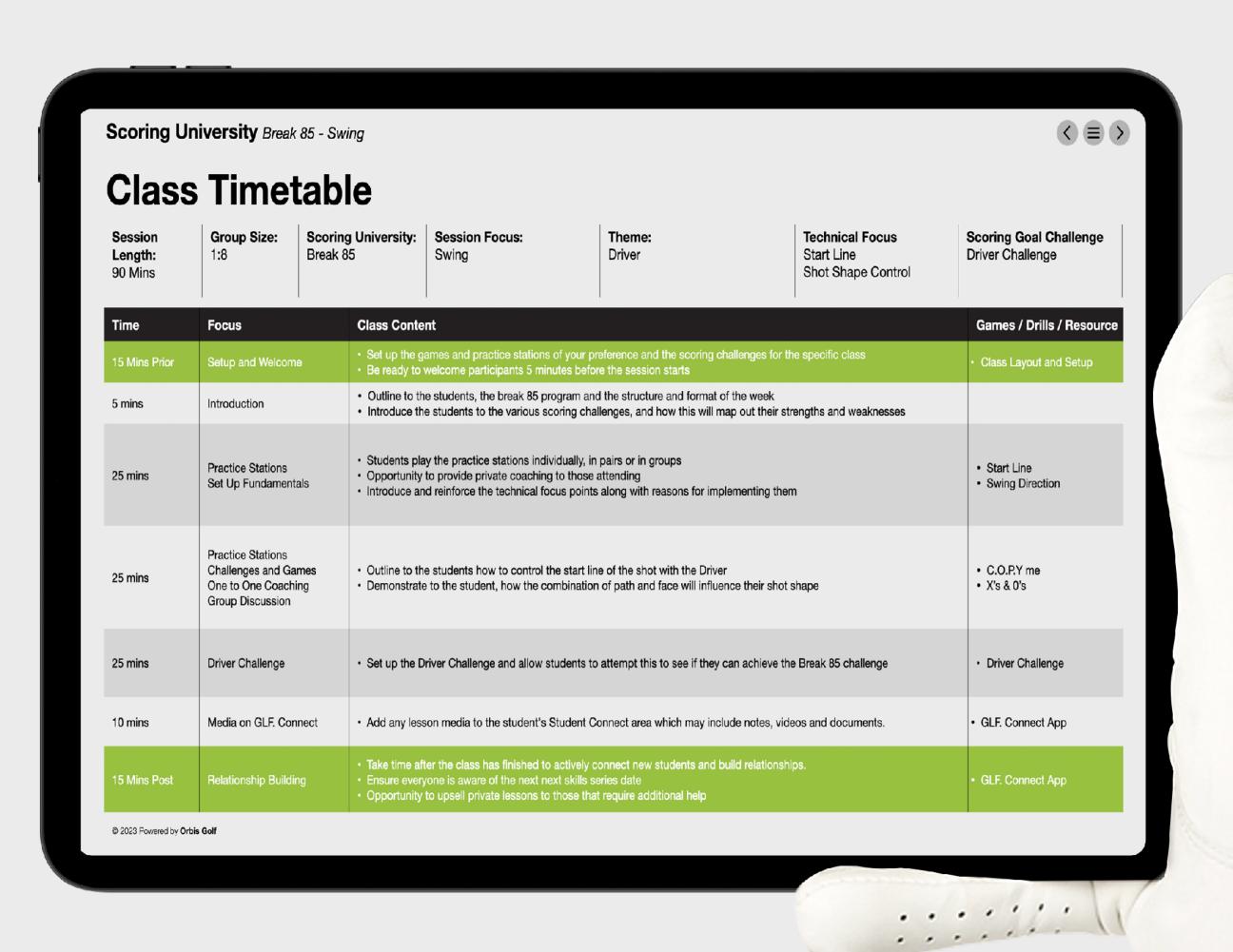


#### **Library of Games and Practice Drills**



#### **Scoring Goal Challenge Resources**

- Setup Guides
- Challenge Cards
- Challenge Resource
- Challenge Tables





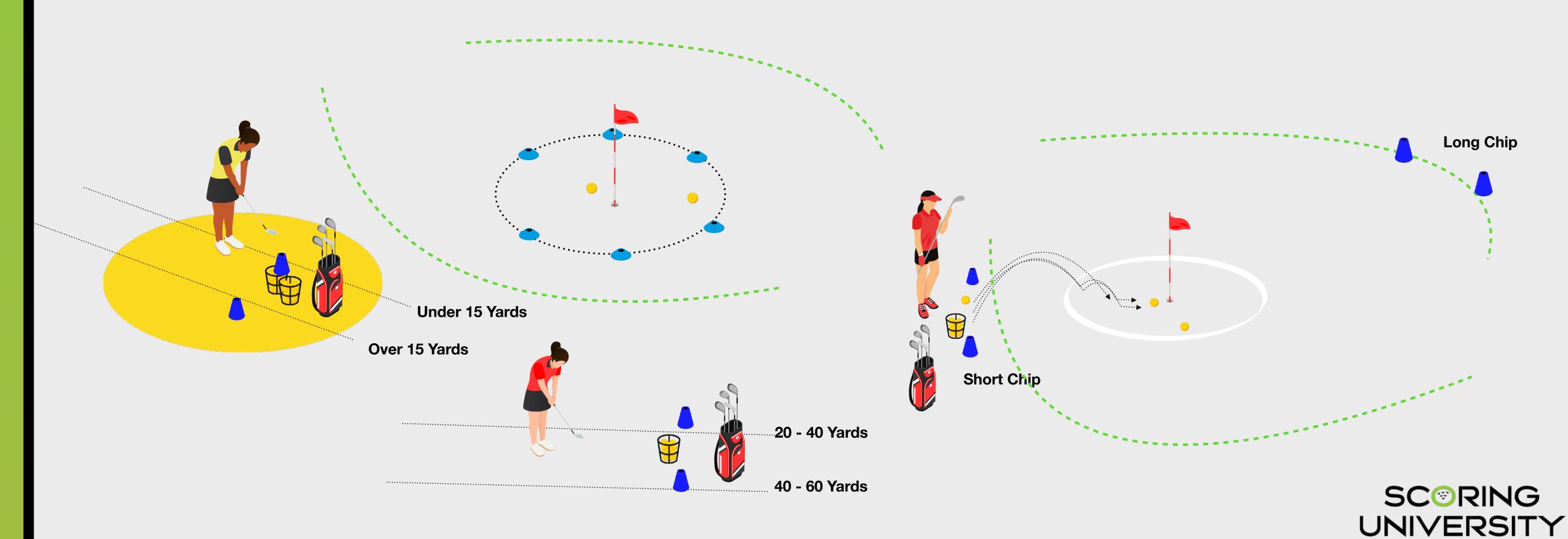


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### Challenge Club Overview

The challenge clubs are designed to provide your students with an opportunity to attempt the Scoring University challenges. The challenge clubs should be run once per month for 90 minutes and focus on a specific category. The specific challenges within a category should be setup allowing students to attempt each of the challenges in groups/pairs.

In the example below. The specific challenge club is focussing on Short Game and students can rotate around the Pitching, Chipping and Bunker Play Challenges.







### Importance of Scoring University Challenges

The Scoring University Challenges are a crucial part of the program and have been designed to encourage the following:



#### **Benchmark Performance**

These challenges will help you and the participant to identify where they are on their journey to achieving a scoring goal across a range of skills.



#### **Direct Development**

The challenges will help you and the participant to understand areas of their game that may need more attention in order for them to achieve their scoring goals. This will help you and the student to build a personalised plan of improvement.



#### Fun, Engaging and **Social Practice**

These challenges will offer a fun, engaging and social element of your program. It will also encourage healthy competition among your participants.





#### **Reward and Track Progress**

These challenges will help you and the participant to track their progress through each of the skill elements and reward progress. It will also help the student to know when they are ready to move to the next scoring university program.



#### **Drive External Practice and Play**

These challenges will offer an engaging element to the program that will drive independent and social practice by participants outside of the program. Increased effective practice time will accelerate the learning process.









### **Challenges Categories**

Each student can attempt challenges across the four skill categories. This approach allows students to have a broad benchmark across all of the skills important for achieving their scoring goal. The four skill categories and the challenges within each are as follows:

# Swing Driver Challenge Fairway Woods/ Hybrids Challenge Irons Challenge

#### **Short Game**

- Pitching Challenge
- Chipping Challenge
- Bunker Play Challenge

#### On the Course

- Fairways in Regulation
- Greens in Regulation
- Score
- Driving Distance
- Putts Per Round



#### **Putting**

- Short Putt Challenge
- Long Putts Challenge
- Scoring Challenge





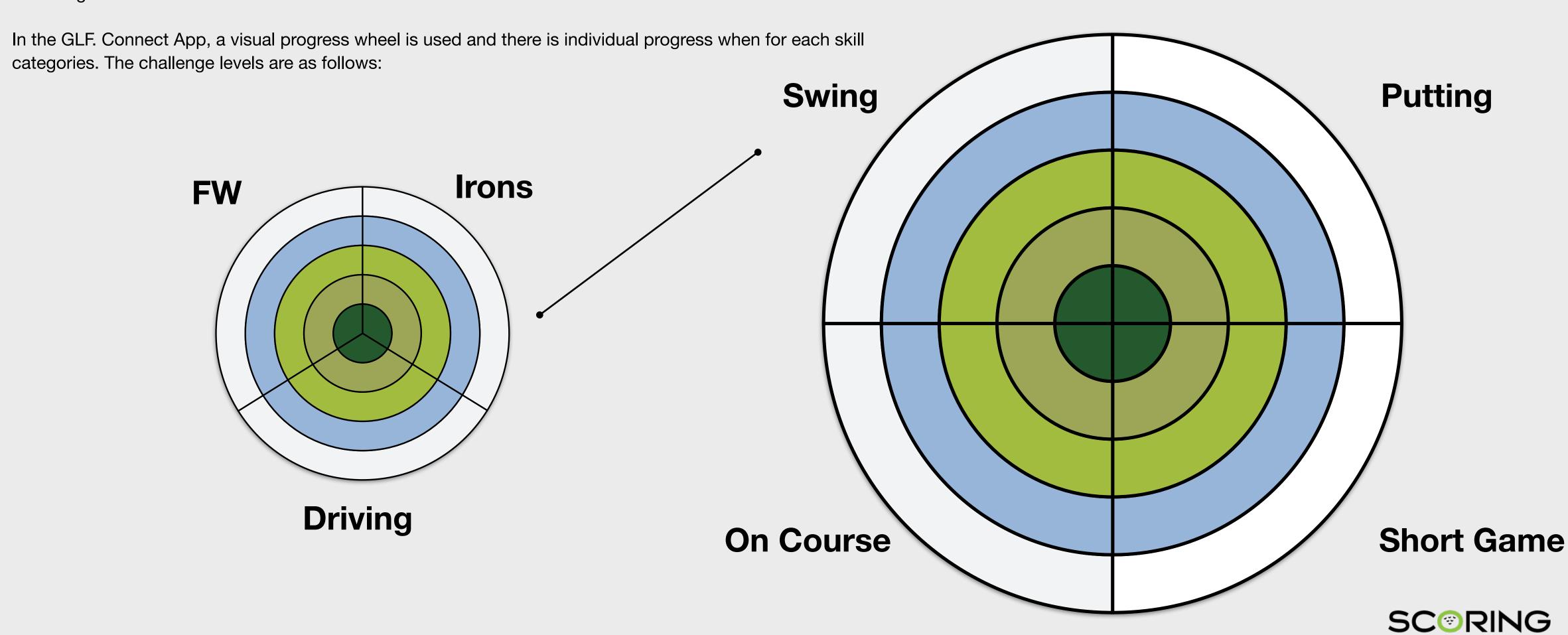
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### **Challenge Levels**

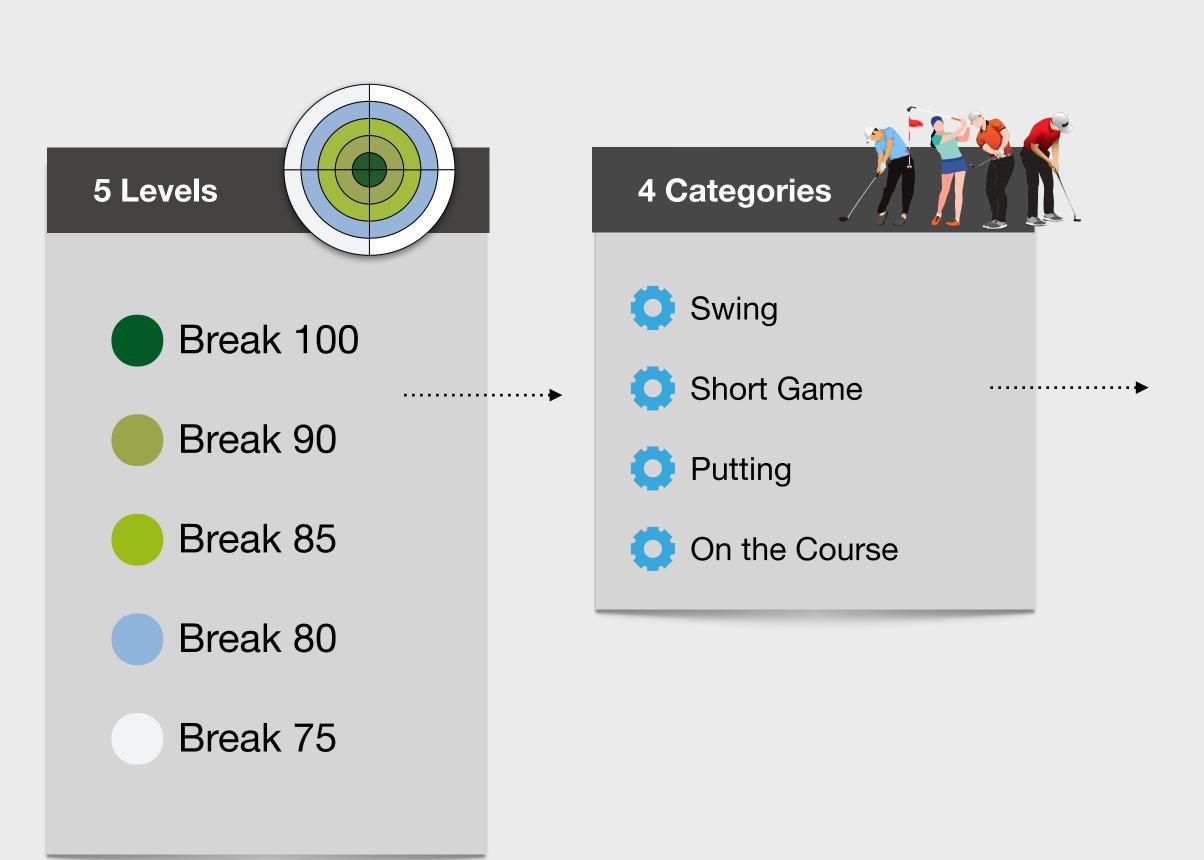
The challenges have been designed over the five Scoring Goal levels. This allows students to identify and track their skill progress within each category and each skill relative to the Scoring University program they are attending.

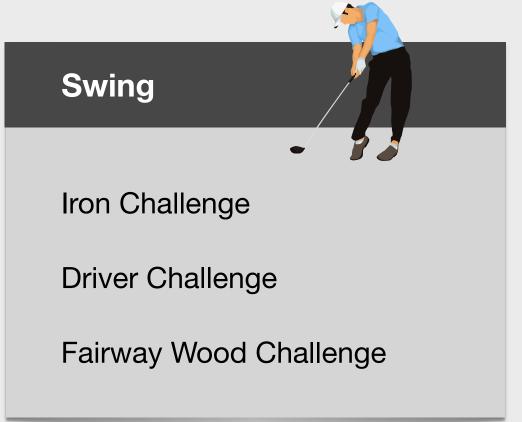


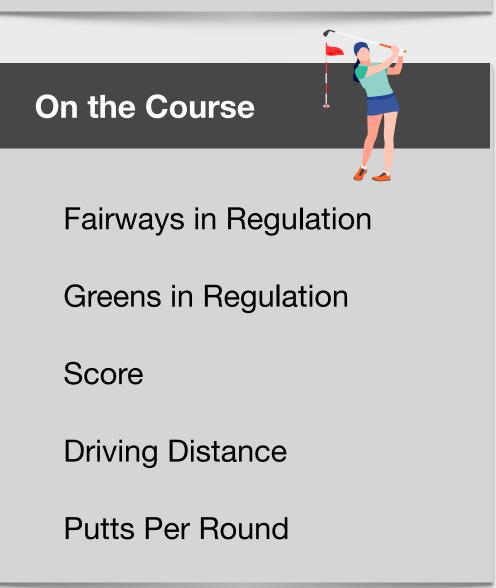


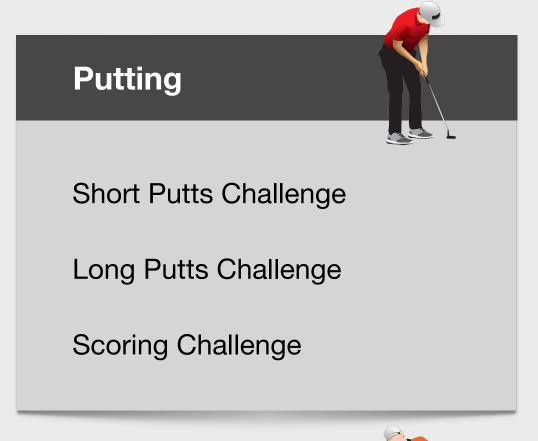
### Scoring Goals, Categories and Challenges

In total there are 70 challenges that can be attempted across the five scoring goal levels. This is summarised below:















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### Challenge Design and Attempts

All of the challenges within the swing, putting and short game skill categories have been designed to balance the ability for challenges to be attempted within classes and independent practice within a range of facilities whilst also benchmarking challenge competition across the levels. They have also been structured so that the challenge across each scoring level is the same, with specific scoring requirements outlined to define which scoring goal has been achieved by the student.

In the example below, the bunker play challenge has been designed so that the student attempt a total of 10 shots from two different distances. There is a single target circle around the hole and the student records the number of attempts where the ball finishes in the circle:

BREAK 100

2/10 shots in target circle from under 15 yards 0/10 shots in target circle from over 15 yards



4/10 shots in target circle from under 15 yards 2/10 shots in target circle from over 15 yards



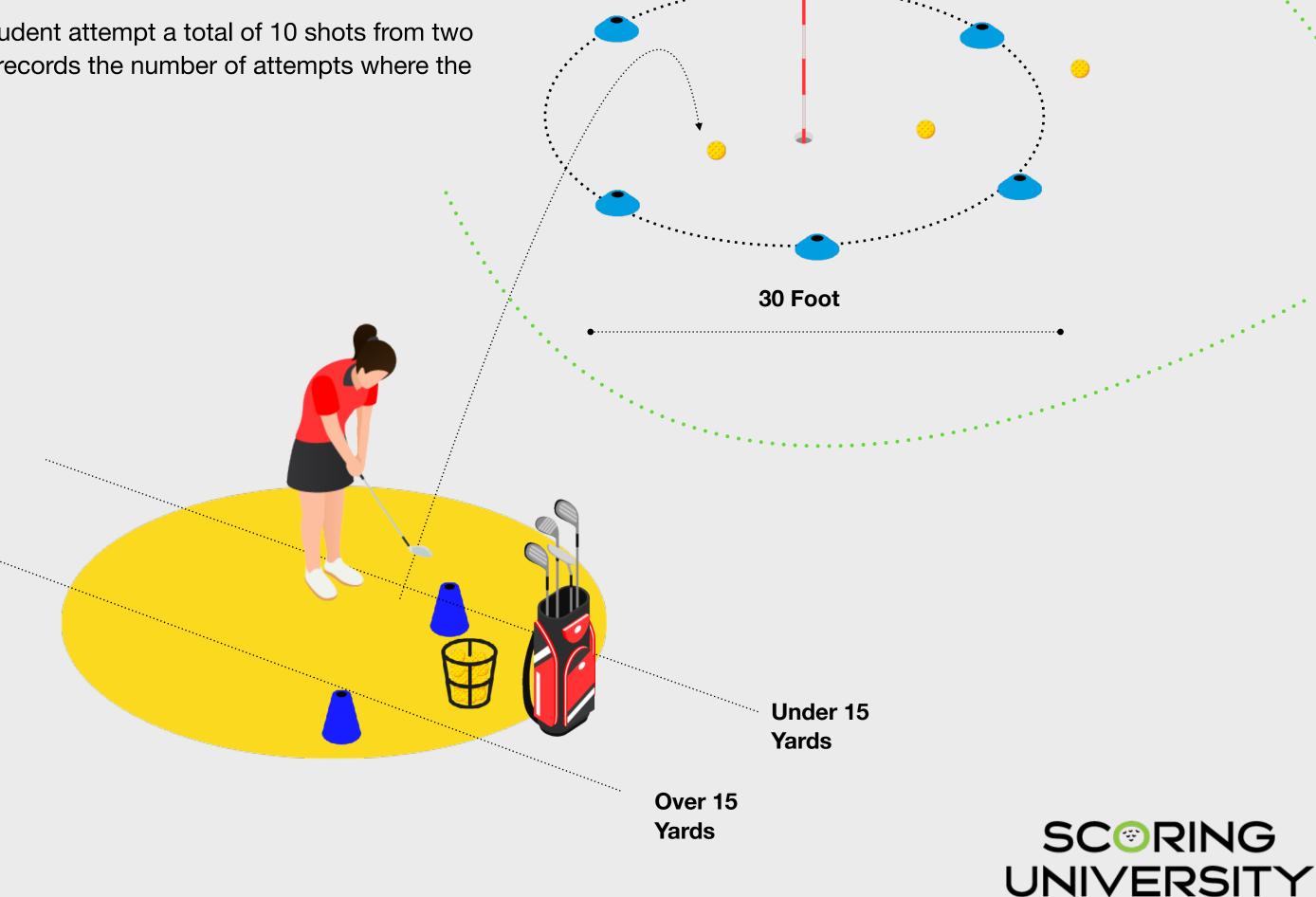
6/10 shots in target circle from under 15 yards 4/10 shots in target circle from over 15 yards



7/10 shots in target circle from under 15 yards 5/10 shots in target circle from over 15 yards



8/10 shots in target circle from under 15 yards 7/10 shots in target circle from over 15 yards





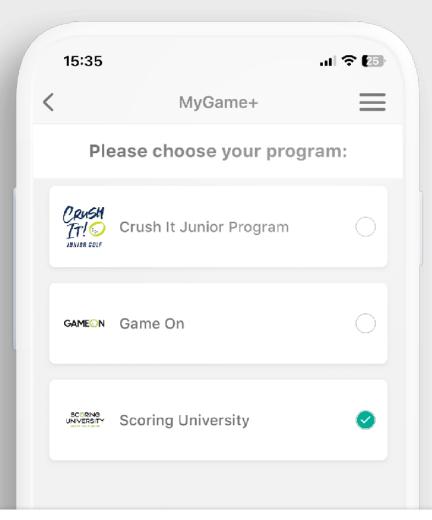


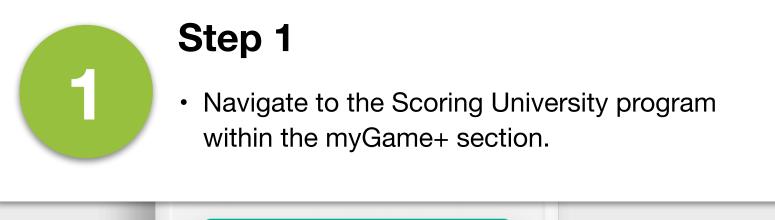


### **Recording Progress**

Students are able to view, record and track their progress through the Scoring Goal challenges via the GLF. Connect App. On the app they can view the challenges via the Scoring University progress wheel. The student can select each level, category and skill and then view all of the information relating to the challenge.

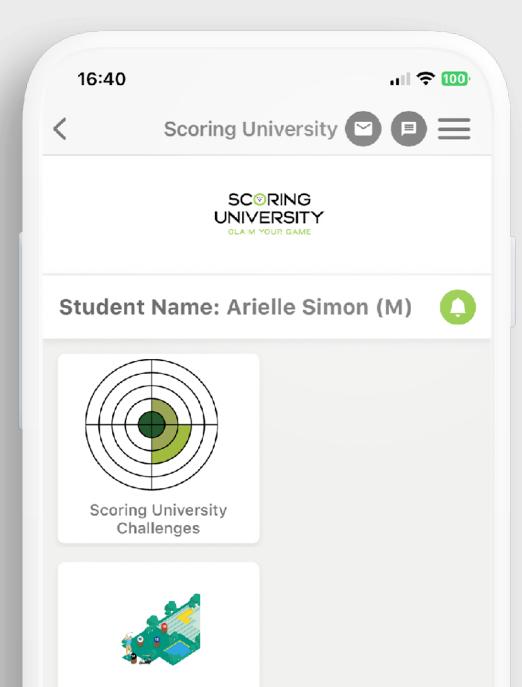
Challenges can then be recorded and the app will automatically update the progress wheel to allow students to clearly see their journey through the scoring goals. Students will also automatically be issued with virtual rewards for their achievements.

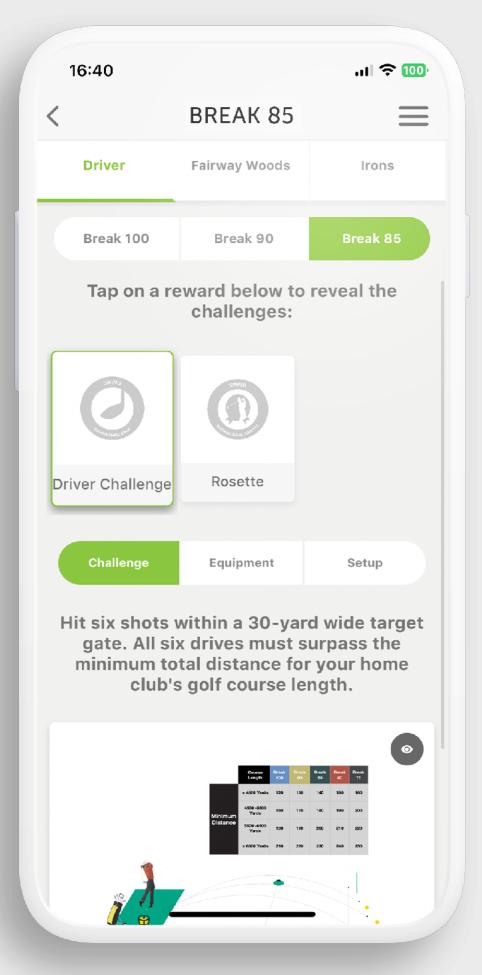




### Step 2

 Select the Scoring University progress wheel from the home screen dashboard



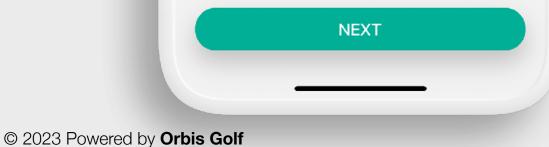




### Step 3

 View the challenges across each category, skill and scoring goal level. Update challenge completion to earn virtual rewards.









### Virtual Rewards on GLF. Connect

Student can earn virtual rewards via the GLF. Connect app on their journey through a the Scoring University program and the Scoring University progress wheels.

The rewards the student can earn are as follows:



### **Challenge Stamp**

 On successful completion of a challenge within skill category and level they can earn a virtual badge for completion. The section of the Skill Category wheel will be completed.

#### **Level Rosette**

• On completing all of the challenges across a category students can earn their Level Rosette.





#### **Scoring Goal Trophy**

 On completing all of the challenges across each skill category the student will earn their Scoring Goal Trophy.



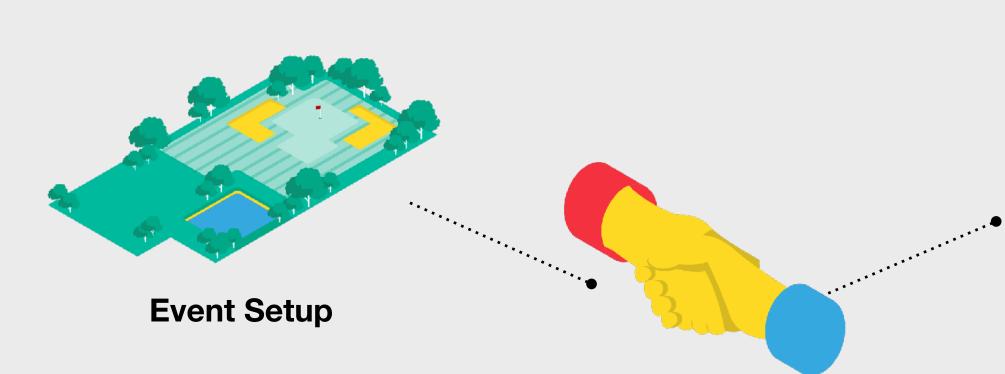




### **Scoring Event Overview**

The Play Event has been designed to allow students to access on course opportunities within the program. It will help them to gain guidance from you, develop social connections with others on the program and track their skills on the course. It is your decision whether you will offer a single play event across all of your scoring goal programs or different events for each one. If you are delivering a single event, students should be grouped with others in their scoring goals to maintain the integrity of the program.

An overview of the flow of the event is provided below:



Ensure you have the equipment you need to run your event. As all of the students are working towards achieving scoring goals over 18 holes official tee boxes should be used. You should provide scorecards for your event.

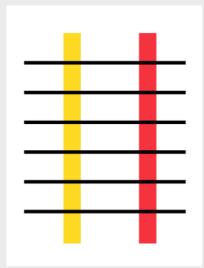
#### Registration

Prepare to meet and greet event attendees. Provide them with scorecards and directions to the first tee or starting position. There is also an opportunity for your attendees to warm up before play if they wish.



#### Introduction and **Play Starts**

Be on hand throughout the event to support participants and assist with any issues. You should aim to spend time with each group to answer any questions and provide on course support. This is an opportunity to assist your student not just oversee the event.



#### **Scoring**

After the completion of the event, be ready to welcome participants in from playing and collect scorecards. At this stage you can also direct them to the social area where they can wait until all participants have finished.



**Next Steps and Social Time** 

Take the opportunity at this time to thank participants for attending, publicize the next event and allow time for participants to socialize.

This should also be an opportunity to record scores and challenges on GLF. Connect.



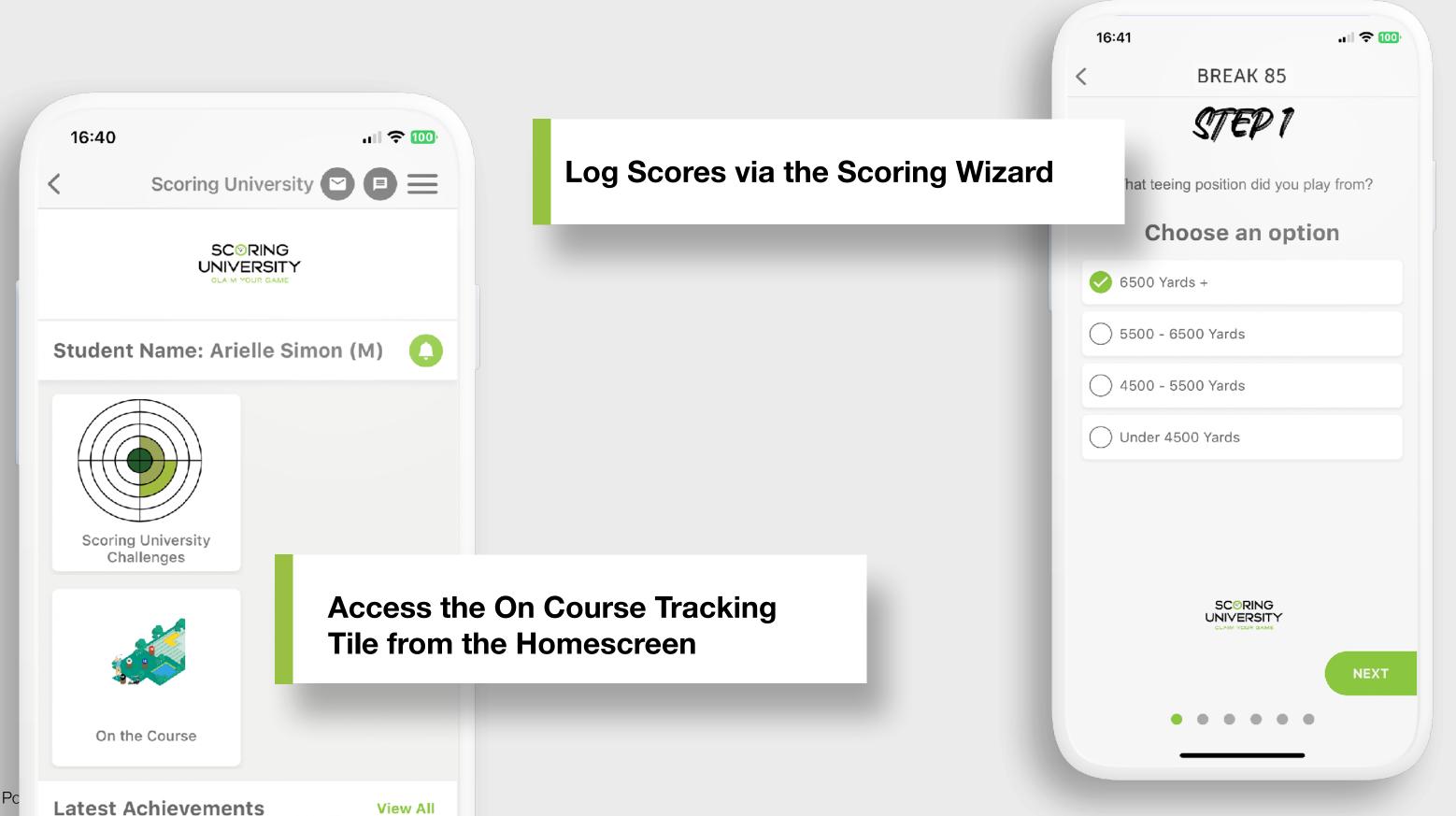




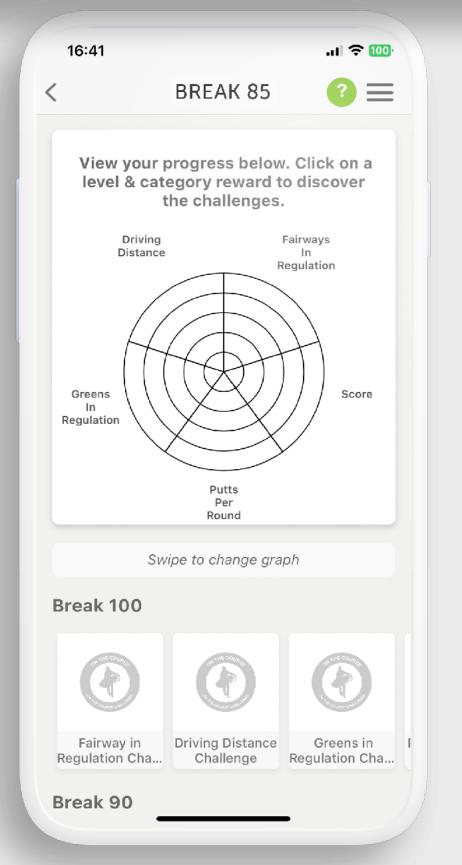
### Tracking and Recording Scores on GLF. Connect

Students are able to track and record scores within a play event via GLF. Connect. When registered to the Scoring University program on the App, students are able to visit the On Course Tracking tile from the home screen dashboard. Within the Course Play screen they are then able to log scores using the scoring wizard and see a history of their scores.

Students can also earn rewards for their on course achievements within the Scoring University progress wheel.



**View On the Course Challenges and Update Progress** 











### Support For You

To help you to run a great Scoring University you are being provided with support in several ways. The support will provide you with all of the tools to help you prepare your program, fill places and ultimately deliver a great scoring university experience. Support is available to you in the following ways:



#### **Class Plans and Content**

 Within the scoring university page of the Training Hub, you can access class plans to help you plan, setup and deliver a great scoring university class. You can also access additional resources to build the program to your needs.



#### Marketing Resources

 You are able to access a range of marketing resources within the Training Hub to help you promote the event. This includes event flyers and more. These are linked into the Marketing Creation Step by Step Guide.



#### **Step by Step Guides**

 Access step by step guides that walk you through each stage of implementation of your event, helps you understand the tasks you must complete at each step and where to access the resources you need.



#### **Scoring Goal Challenge** Resources

· You are able to access a range of resources to support the scoring goal challenge element of the program. These challenges and virtual rewards are also built into the myPathway program within myGame+ on GLF. Connect.



#### **Marketing Support**

 The team at RetailTribe are available to help market your events through a variety of channels using weekly and special mails. They are also experts in their field and can support you at every step.



#### Scheduling, Planning and **Communication Resources**

 You are able to access supporting resources to help you schedule and plan each of your program elements. You can also access resources to help you communicate effectively with your students,



#### **GLF. Connect**

 GLF. Connect is the hub for powering your program and can be used to manage bookings, tracking and measuring sign-up's, reconcile with payments through micros and communicating effectively with your participants. You can also access the dedicated Support Team and Training Hub at any time.



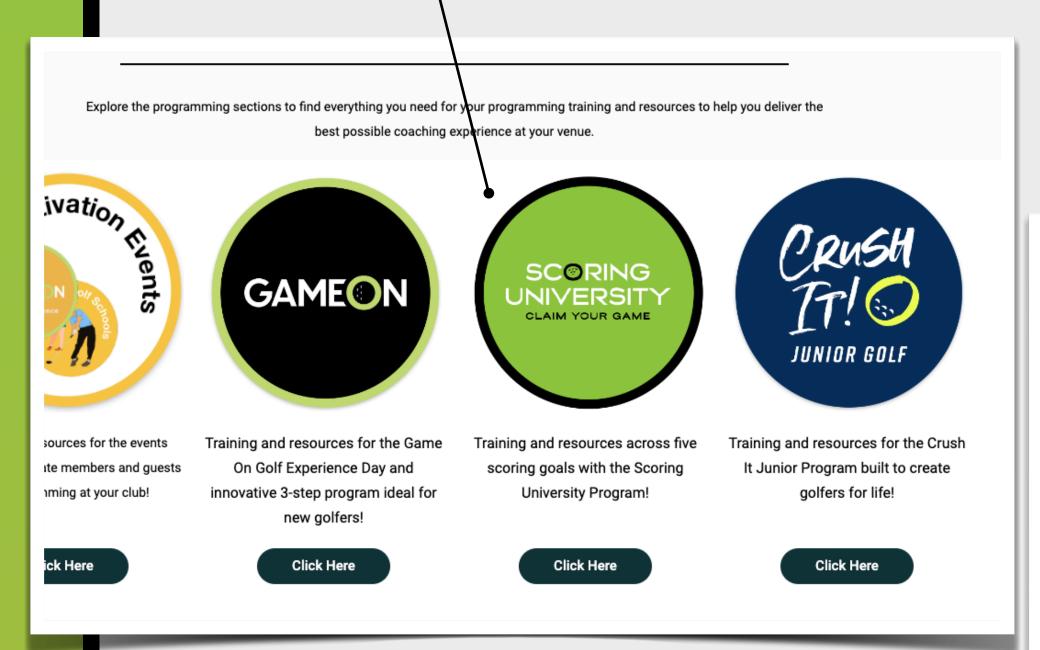


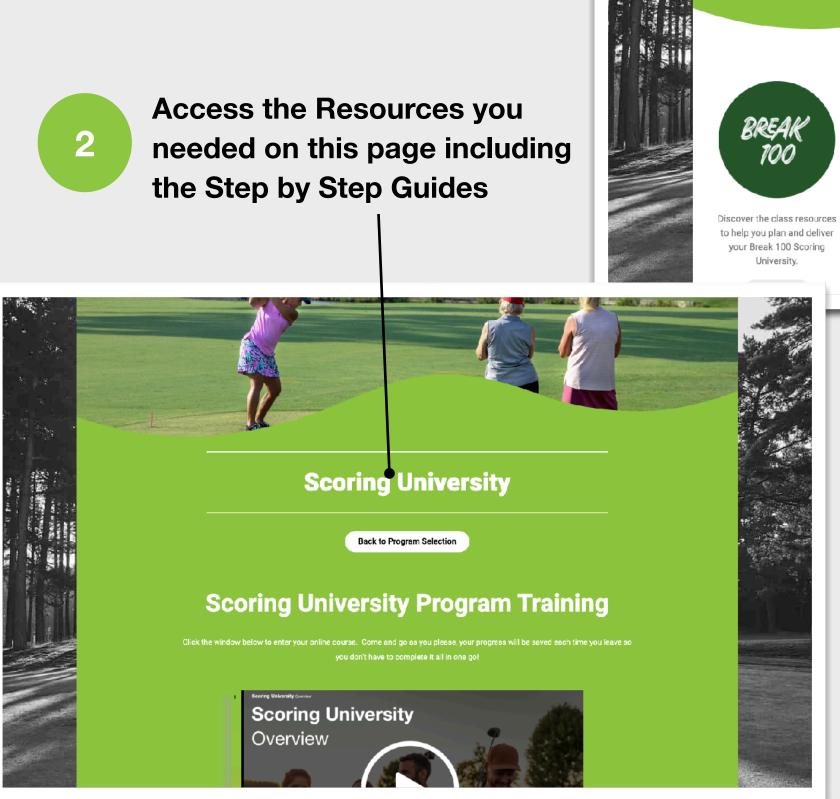


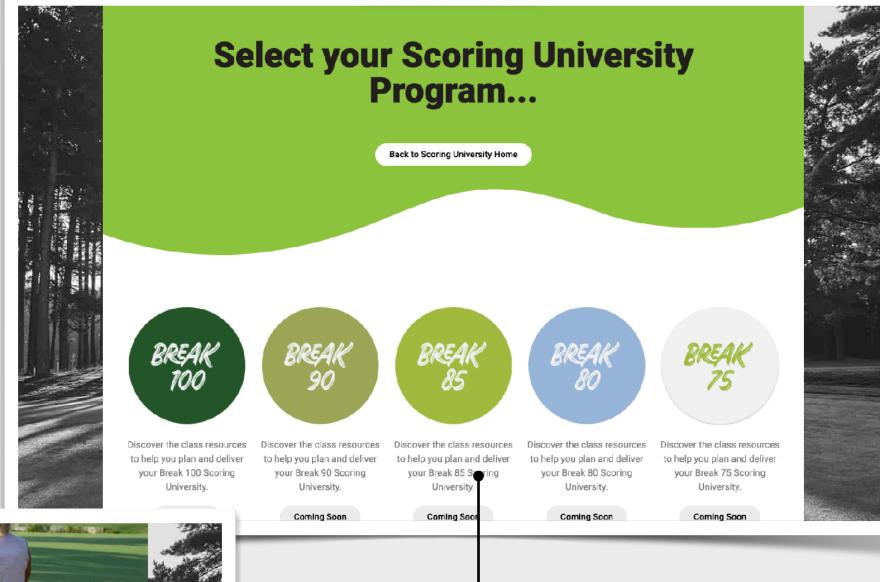
### **Access Scoring University Support**

Via the Training Hub on the GLF. Connect system you can access a number of support resources specifically for your Scoring University program you are running. Follow the steps below to access all of the support resources you need to make the event a success:

From the Home page of the Training **Hub, Select the Scoring University Program:** 







After selecting 'Class Resources' select the specific **Scoring University program** you are running.









Program management are available to help with the implementation of the program at your venue. The key contacts and their email addresses are provided below:



Director of Golf Programing

Jennifer.Bermingham@invitedclubs.com



Rob Spurrier
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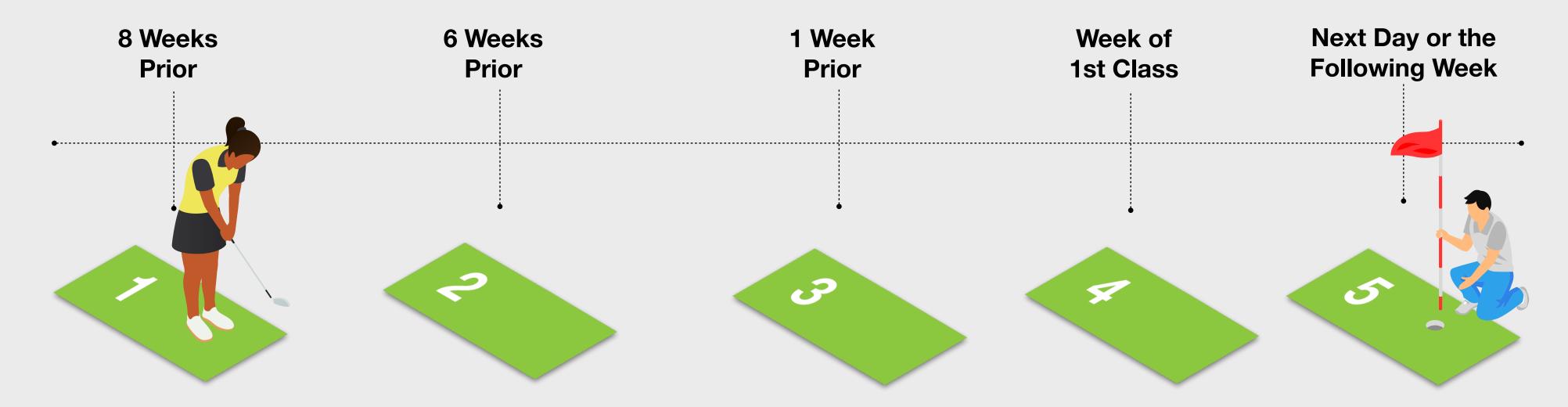






### **Build up to Your First Class**

Once you have completed your Scoring University training and you have selected the Scoring University program you want to run you are ready to follow the next stages of implementation. We recommend this starts around 8 weeks prior to the first class. This will ensure that you have adequate time to work through each stage, and be able to work effectively with your team as well as the GLF. Connect support team and the team at RetailTribe. The recommended implementation stages are as follows:



### **Marketing Content**

Work with your MED, the team at RetailTribe and access the resources within the Training Hub to prepare the content required to market the program through a variety of channels.

### Marketing Distribution

Time to push the button and get the program out to your customers. Work with the team at RetailTribe and the team at your venue on getting everything out to the right places.

#### Communication

Engage with your participants on key information you require from them and the next steps ready for delivery week.

#### Delivery Week

for your event and ensure everything is in order to deliver a great experience for your participants.

#### **Post Class**

Crucial steps for re-engaging with your participants, capture feedback and communicate information on upcoming classes and events.





### Step by Step Guides

To help you with the implementation of this timeline, we have provided a step by step checklist document to help you tick off the actions for each week. You can then mark the each step of implementation as complete to keep you on track.



### Navigate to the Scoring University Coaching Category Page on the Training Hub

 Within this page you will see step by step guides following the implementation stages for this event. Print off and navigate through the task for each stage. Each task, where applicable, links directly to a resource in the training hub and will help you get everything in place to move to the next stage.

### **View or Download Step 1 'Planning and Scheduling Checklist'**

 The first step is to complete the actions within Planning and Scheduling. These tasks are all to do with getting your program elements organized at your venue and added to GLF. Connect. Decide on which programs you will be offering and when you will run the program elements.

### 3. Action the Tasks and Mark as Complete

 Once you have completed the tasks at each implementation stage you will be ready to move to the next stage and keep your event on track.
 Mark each step as complete as you go.











Take the next steps towards a launching your program by following the recommend next steps below...



· Within the Scoring University page in the Training Hub, download the Marketing Step by Step guide. Complete the tasks to get up prepared and market your program to your audience.

#### 2. Action the Scheduling and Planning Tasks

 Within the Scoring University page in the Training Hub download the Scheduling and Planning Step by Step guide. Complete the tasks to get up and running with your program.

#### 1. Navigate the Scoring University Page

 Navigate to the categories within the Training Hub and the different programs you can run. Decide which ones are right for you and your team.





# Thank you.

Please review the Scoring University programs within the Scoring University page of the Training Hub and move to complete the Step by Step Guides.

