

TECHNIQUE  
MANAGEMENT  
MENTAL  
PHYSIOLOGY  
EXCELLENCE  
FUN



## Making a swing change

Many golfers have taken the big step of fundamentally changing a part of the technique, in the pursuance of playing at a higher level.

Probably the two most notable successes of a complete swing overhaul were Nick Faldo and Ben Hogan. Hogan was a journeyman Pro who had limited success because of what he called “the rattlesnake in his pocket”, a destructive hook shot which invariably showed itself under pressure. Hogan went about dramatically transforming his technique, and the rest is history – incredible success in the second half of his career, culminating in the fact that in 1953 he played 6 tournaments in the whole season, and won 5 of them, including all 3 “majors” he entered that year.

Nick Faldo, having re-organised his swing movement in 1985 and 1986, came to the 18<sup>th</sup> hole of the 1987 British Open facing a 5 iron from 167 yards into a narrow, well guarded green. He trusted his new movement, hit the ball on the green, and made his 18<sup>th</sup> par of the round to win his first major championship. In the following 9 years he won a further 5 majors, and during this period became the dominant player in the world.

**“Champions ALLOW the swing to happen, trusting the subconscious, while most players try to MAKE IT happen, with conscious action” BOB TOSKI**

A lot is written about how you should swing, and swing technique, but very little is written about **HOW** you should accomplish any change. This is like having a Ferrari in the garage but not being able to find the ignition key—very frustrating!

There are many techniques we use at our Academy to help players develop their techniques, for the purpose of this article let’s talk about a change technique that I feel is very effective.

Imitation is often how children learn when they are young. However, it can also be an effective learning method for golfers of all ages. One technique I like to use when students are developing their technique is that 10 minutes every day, they watch their “model swing” (a Pro with a similar body type) on one side of the computer screen, whilst their current swing is on the other side. Then I like to students to start visualizing themselves “merging into their model swing”.



This “off course” training technique can prove very effective. But just like it’s impossible to build big muscles in one gym session, it needs to be done regularly (e.g. 10 minutes per day) over a period of time for it to be purposeful. However if this plan is followed, this can be very effective as the student builds up a stronger picture of how they want to swing, and then internalizing it and visualising themselves doing it - applying one of our key beliefs at our Academy that “you have to make it on the inside before it can manifest on the outside”.

This is just one of the techniques we use. Want to learn more and start building a long term strategy for all areas of your golf game?

Send us an email today!

# How ready are you for the 2007 season??

How prepared are **you** for the 2007 season?

Do you have a **goal plan**, a map, of where you want your golf game to go?

What **obstacles** are in your way?

Do your **current beliefs** and confidence level **support** the goals that you have chosen?

Do **expectations**, demands, you carry from yourself or others around you impede you in achieving these goals?

Most top Tour Players have a people behind them to help them achieve their goals. We can help **you achieve your goals!!**

We work to a curriculum to train mental skills, both off course skills and on course skills. We can help you set your goals, review them regularly, help you develop and acquire the belief and confidence you'll need to achieve these goals. We can help you **practice effectively**—practice in a way that **builds your confidence** and **develops your skills**. So does

**“All my tournament victories came in practice” BEN HOGAN**

that mean you need to visit our Academy in Switzerland or Australia?? **NO!!!** You can join our distance learning program, which means the tuition will be a mixture of phone sessions and student worksheets to be completed in between the phone sessions.

### How does it work?

**STEP 1**—Complete mental analysis profile which we will email to you. This is a questionnaire for you to complete. From this, we can prioritize and make a personalized mental training plan for you

**STEP 2**- 45 minute internet/phone 1:1 session

**STEP 3**—Student given information/ worksheet

### SPECIAL OFFER— 3 month package!

Includes;

- 6 x 45 minute 1:1 internet/phone sessions
- All worksheets/workbooks
- Mental training CDs

Total cost **595 euros** for the 3 months. This is payable monthly.

The problem I often see is highly motivated golfers, who have great levels of commitment, but spending their time in the wrong way. Don't be one of these players, and start to develop a long term plan for your golf, and a long term plan for developing the skills you need to support this plan.

Invest in yourself and your golf and send us an email today, so that you can begin the journey to achieving your goals.

## Tasmanian Open 2007

Some of our students competed recently in the Tasmanian Open, a 72 hole tournament for both professionals' and elite amateurs. It has a rich history with former major champions listed as both former competitors and former winners of the event.

Competition was very stiff with the England elite team present, as well as players from other countries, and this coupled with the fact that the level of play in Australian Amateur golf is extremely high, made it a good tournament for our students to test themselves.

Student Joke Altonen from Finland played the best out of our 6 representatives, firing 76-70 in tricky conditions to miss the cut by one (only the top 40 make the cut from full field), which was disappointing for him to be so close, but he's a fine player who shown a strong improvement since he's been here in Australia, and he



will be one of our students competing in the Australian Amateur Championship at the end of March, so hopefully with a little bit of luck he will have a good showing there.

Students had the opportunity during the one week visit in Tasmania to play Barnbougles Dunes, currently rated No 49 in the world and tipped to move higher in the near future. Barnbougles is a new links course designed by Tom Doak, in a remote corner of Tasmania. The course is truly stunning, and I'm sure the students will remember the course for a long long time. Links courses create challenges that no



inland courses can offer—unpredictable bounces, strong winds, different lies, severe slopes etc.

It was a great experience in Tasmania—the Open, Barnbougles, beach cricket (!), and we look forward to next years tournament!

