

TECHNIQUE
MANAGEMENT
MENTAL
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EXCELLENCE
FUN



The power of dreams

When David Beckham was a small child he went to sleep and woke up every morning with a big poster next to his bed. That poster was a team picture of the Manchester United football team. Every time he looked at that poster he imagined a picture of himself on that team poster. He went to sleep every night dreaming of one day being a Manchester United player.

Tiger Woods as a youngster had a poster on the wall emblazoned with all the achievements of Jack Nicklaus, the greatest player the game has ever known. Tiger's dream, was to take over that mantle. He wrote on that poster every landmark achievement—the age when Jack first broke 50 for 9 holes, the age Jack first won the state championship, the age Jack first one the US Amateur and so forth. Every night he went to sleep dreaming, and envisioning himself not lonely emulating these achievement but bettering them.

“Your dreams are your blueprint of your reality” GREG NORMAN

The birth of all great things are conceived in the mind. Dreaming is a wonderful way of finding out what you really want. Nobody lives inside your mind except you, so by listening to your own subconscious it can give the vision of where you want to go.

A common denominator amongst all great achievers is that they were pursuing their dream. Dreams create a gravitational pull, a deep intrinsic motivation that gives players the desire, drive and dedication that are the prerequisites for outstanding achievement.

“In order to be successful you have to develop your inner vision” GREG NORMAN

It's so important that youngsters go to visit top level Pro tournaments. This can have a sort of hypnotic effect of motivating them, of helping to give them a deep level

intrinsic motivation to pursue their dream.

Seve Ballesteros was a great example of someone who turned his dreams into reality. When he was young, his Uncle, Ramon Sota, held Seve's attention by telling him stories of how he traveled the world playing in golf tournaments (he finished 6th in the 1965 US Masters). Seve went to sleep each night, dreaming of traveling away from his small hometown village to win international golf tournaments.

Seve said his formula for success was simple—create an inner vision of your what you want, then just continually surround this internal picture with belief, belief and yet more belief. Not a bad formula for success, and certainly one that works—testament to his 90 tour victories worldwide.

What can I learn from this?

1. Have a dream

One of our key beliefs at ecGA is that “for anything to happen in the outside world, it first has to happen in the inside world”. It always starts with a dream

2. Surround it with belief

Just like Seve did.

3. Turn the dream into shorter term goals

The dream is the long term vision. So like Tiger did, break it up into smaller shorter term goals.

4. Give your goals your COMMITMENT

That means every ounce of your energy and concentration, in a focused and structured way.

“The only way you can turn your dreams into reality is by turning inertia into action”

GREG NORMAN

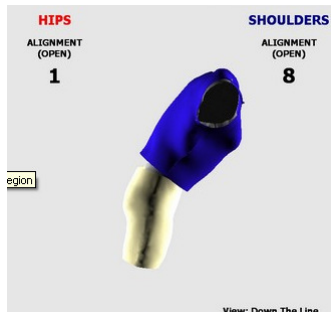
For David Beckham, Tiger Woods and many others, one of the best “learning and motivation” tools was their bedroom wall. Why don't you start this week by putting pictures up of your dream?



3D Animation

Kvest—3D Biomechanical teaching system

Students of ecGA will be able to benefit this season with the latest in 3D swing biomechanics' technology—the Kvest.



The K-Vest utilizes three InterSense wireless motion tracking sensors to measure the golfer's **hip, shoulder, and hand** motion during a golf swing, at 120 frames per second. The data from each sensor is sent via wireless channels directly to a computer, for immediate analysis and feedback. The 3D swing data provides the golfer with a revolutionary tool to improve swing performance.



"The K-VEST makes it possible for me and our certified instructors to collect precise biomechanical data from our students, allowing unprecedented insight into the mechanics of the golf swing. I am confident that

this technology is the future of golf instruction," comments David Leadbetter.

3D biomechanics is the future of golf swing teaching. Just like when video cameras came along 20 years ago and revolutionized golf instruction, this is the key technology for the next 20 years.

The Kvest allows swing analysis to be not qualitative (only opinion), but quantitative (factual/measurable). The teacher can collect all the necessary data from a student's swing, and importantly see how all areas are functioning in relation to each other.

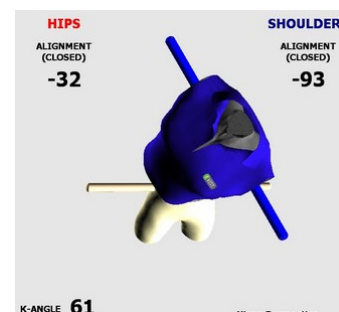
Jon Wallett, ecGA Academy Director says, "I have seen at first hand, at the Australian Institute of Sport and the Japan Golf Science Institute, the benefits of 3D biomechanical analysis, but the huge cost of such equipment makes it outside the scope of normal golf academies. But the Kvest by Bentley Kinetics means that 3D biomechanical analysis is now an affordable tool, and this will play an important role in golf teaching over the next decade".



What does it mean to you the golfer?

Just a few examples of the way the Kvest can help are;

Power—By measuring the "X-factor" and the "K-factor" (the level of separation between the shoulder and the hips)



Sequencing—Improving the synchronization between the shoulders, hips and arms (and hence the club)

Angles and planes—the Kvest gives definitive measurements on each swing

Teaching aid—the Kvest is a great teaching aid, because you can preset a movement or position you are looking to achieve with a student, and then if the student passes through this position an audible sound will ring. A great way to transfer **analysis into a swing feeling**.

For new students who are interested in having a one off session the cost for a 3 hour session is CHF 495,- (325 euros)

For students who are already enrolled on one of our Programs, it is integrated into the coaching free of charge.

Golf College—watch this space!!

Do you aspire to a career in Professional Golf? How should a young player go about it?

Historically, someone who is 18 to 20 years old has had only one choice – US College. But the problem is that the US College system is not really an elite golf program because it's very educational based.

But it's clear that most 18-20 year old are not good enough to earn a living on the Pro Tour.

"The best training for the pro game for young players' are the sports institutes of Australia"
HANK HANEY, coach of Tiger Woods

ecGA is finalizing an agreement with an Australian University, that will allow golf students to enroll on a 1 to 4 year program, whereby they can study (Language or golf related business) and receive an accredited qualification, but at the same time enjoy an elite golf program. The Program will be based in Australia during winter, and Switzerland during summer. More details in next month's newsletter.