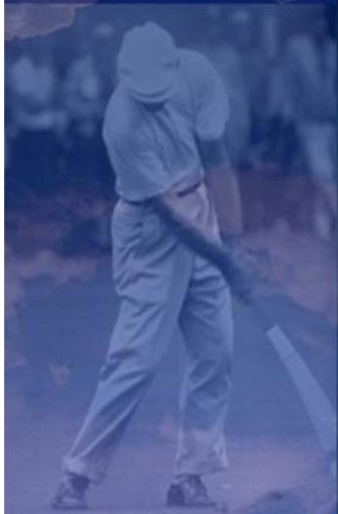


Which game do you play on the course?

TECHNIQUE
MANAGEMENT
MENTAL
PHYSIOLOGY
EXCELLENCE
FUN

A round of golf during a tournament typically take 4 to 5 hours. During this time many things happen to every player—a putt may lip out, a bad bounce, a nice iron shot on line for the flag then flies over the green, some badly struck shots, some off line shots etc etc. The events that take place during the round takes the player not only on a physical journey of 18 holes, but also a **mental journey** as well. But, in my experience, people react to these events in an **habitual** way, and this becomes a 'thinking pattern' for them. Breaking negative and non constructive **thinking patterns** can be the key to taking your game to the next level.

Let's look at some common thinking patterns, which discourage peak performance golf and playing to your potential;

"Perfect swing game" - This player is constantly measuring every shot and swing against their *perception* of 'his or her perfect swing' or how he perceives he should and can swing. This is a very dangerous game to play as a few 'non perfect' shots early in the round can then lead to the player criticizing his swing and game, therefore *undermining his or her own confidence*. This player then proceeds to make more and more practice swings in between shots and the round becomes an 'internal fight' with his swing and technique. Needless to say, this player ends the round feeling frustrated and disappointed.

"Victim game" - This player is waiting for some bad luck to happen, so he or her can then bemoan their luck, and then *externalize the blame*. This player often 'talks' a good game, but lacks deep level self belief and confidence and then tries to convince those all around that it's their bad luck, their coach, their caddy, spectators, equipment etc etc fault for their poor performance. The player who indulges in this game often 'talk themselves' into a negative attitude and a poor round. They then continue with this line of thinking in the clubhouse, letting everyone they come into contact with that their score 'should' of been better.

"Scorecard game" - This is a very common game all golfers have played at one time, and definitely interferes with a golfer playing to their potential. They are focused on *result*

based thinking—always aware of their score, with the mind often wandering in the future imagining how a future shot or result could impact on their score. Often they will also dwell on the past, and think how earlier mistakes in the round have also impacted on their score. For example they will know that they have had three 3 putt greens so far, and driven the ball twice in the water. All through the round they will know their score relative to par.

"Trying game" - This is a very common mode of play for many competitors' when they play. They constantly 'try hard', desperately trying to hole a putt, or talking to the ball in mid air to 'get down' etc. This player has good intentions, but interferes with their ability to get into the 'flow', the state of peak performance golf. They feel their score was not a reflection of the way they played.

So if these thinking patterns are non productive, how should you condition yourself to think on the golf course?

"Focus on the process" - What exactly does this mean? Well it means following Bob Rotella's advice in the books he has written;

- play one shot at a time and then add your score up **at the end**
- Commit to the swing you brought to the golf course **today**, and understand that no-one (not even Tiger Woods) brings a 'perfect' swing to the tournament
- Commit to thinking in a way that helps you not hurts you—be your own best coach
- Be immersed in **task relevant cues** during the process of execution

So next time you play a tournament round, take a little time afterwards to review your round and investigate your 'thinking' pattern that day. Did you think in a way that was going to help you or hurt you? See if you recognize any of the negative patterns outlined in this article, and then you have at least taken the first step in any learning process—awareness of the problem! The next step?? Send us an email and we will email you our GMAP (Golfers' Mental Aptitude Profile) for you to fill out, and then we will email you free of charge a brief outline of the current state of your mental game, and how you could make 2008 the year you could start learning to play to your potential.

Is your mental game helping you or hurting you?

Make 2008 the year you don't hope or wish for better results, but the year you take action to develop a long term plan to develop your game.

In society today everyone wants immediate results— people buy fast food because its convenient and immediate (regardless of the nutrition deficiency) , people use pills for miracle slimming cures etc etc. People want everything immediately. It's often the same in golf—golfers' go and buy the latest equipment in order to get better results immediately. David Leadbetter once said to me that often he gets mini tour players who think one or two lessons with him and suddenly they will be on the PGA Tour. He said himself that he has no 'magic pills', and that is coming from perhaps the best coach of the modern era. But there is a *magic pill* in the business of golf improvement. Do you want to know what it is? The magic pill is developing a **long term development plan for your game and then implementing it**. It's as simple as that.

When I ask at group meetings or seminars of Pro's or elite amateurs what percentage of the game is technical or mental, almost always the students say the mental game is a minimum of 50%. Some even go as high as 90%. When I then ask how much of their practice time do they devote to their mental game most say nothing. That does not make sense!

Are you serious about improving or do you want to pretend to the people around you that you look like you are doing all the necessary to improve? In many cases I see this as a critical question an ambitious player has to ask themselves. Because if you are not truly serious, long term **sustained success** is not possible.

Enrol in the New Year on our mental training program delivered through internet, to develop the mental game you can use as the foundation of your success for 2008.

How does it work?

STEP ONE Send us an email, and we will email you our GMAP questionnaire

STEP TWO Based on the GMAP, we will send you an outline of the key mental game coaching areas relevant to your game

STEP THREE Start the delivery of your mental training, through 1:1 sessions (50 mins per session) by appointment by internet telephone

Cost of this program?

GMAP initial assessment—free of charge without obligation. Then 10 session commitment, at special price of 950 euros. Start 2008 the right way, send us an email today!

Create your inner vision workbook

The '**Creating your inner vision workbook**' costs the price of a golf lesson—95 euros, and helps you go through the step by step process of developing a success map for your golf. The workbook also comes with a mental training CD so that you can regularly spend time developing a strong internal picture of you achieving your chosen goals.

It will help you identify your short term, medium term and long term goals. It will also help identify the different skills you will require in order to achieve these goals.

It will give you a structure for

creating a map of where you want to go with your game. Many players spend hours upon hours practicing, but unfortunately with little direction to the end cause.

The workbook will help you to rationalize your thoughts and thinking processes, and strengthen your motivation as through good and realistic goal planning it will increase the likelihood of achieving your goals.

"If you have no vision for the future, you are destined to fail in the long run"

GREG NORMAN

"Nearly everybody comes up with plans and dreams. Few people though actually do something in order to

achieve them"

GREG NORMAN

Interested? Send us an email at info@elitecoaching.com and we will tell you details regarding payment and then endeavor to deliver your workbook and CD within 28 days.