

It's as easy as A, B, C....

"I was really happy that I managed to keep my neck out in front today, and held on to win, even though I only had my 'C' game with me today"

That is a quote from Tiger Woods in 1996, when in his first year as Pro he won his 2nd tournament in the few invitations he received after turning pro before the Autumn 1996 Q school. This comment caused quite a stir amongst several of the prominent PGA tour players of the day, most noticeably double US Open winner Curtis Strange. He was exasperated that a rookie Pro could have such disrespect for seasoned Tour players like himself by citing that he could still play poorly and win. But a naïve Tiger was not being disrespectful at all—he was just being truly honest in front of the media (unfortunately a harsh lesson he learnt early to not do again—openly express his opinion) that he had undertaken a different type of golfing challenge than that of his first tournament win, when he won with exquisite ball striking—i.e with his 'A' game.

"All players will eventually realize this fact – on any given tournament day only 10% of the field will have brought their A game with them, 10% will have no game at all and be sure to miss the cut, while the remaining 80% will be somewhere in between. Things are far from perfect, but they're workable if you can manufacture something with your ability to play the game" RAY FLOYD, 3 times major champion

Tiger knew from his outstanding amateur career, that golf being the game it is meant that every day was different. This is the inherent nature of the game, whether you are a weekend player or World No 1. Every day is different. And whatsmore, Tiger knew that the **challenge of the game is to do the best with the game he brought to the course that day.**

What do YOU do during a tournament when you're not playing your best?

Most players spend the whole day **SEARCHING** for their 'A' game. **Champions manage the game they have that day.**

"Dance with the lady you came with" LEE TREVINO—6 time major champion

Does this mean I shouldn't seek to improve my technique when I'm not playing well?

Every player should look to develop their technique in the long term, but only on the practice ground and never during a tournament. Let's take the analogy of motor racing. The driver makes best use of his car during race day. Do they look to rebuild the engine on race day? Of course not! **Drive the car you brought to the race that day as well as you can, and look to build a better car in between races.**

"To me, a scorer is someone who consistently gets the most from his skill level, who often shoots scores that are better than the way he or she hits the ball, and who in that sense regularly beats the golf course. Scorers possess a blend of fundamentals, good attitude and mental strength. If you are a scorer, you will know and play the percentages, and you won't beat yourself" RAY FLOYD, 3 times major champion

What swing mindset should I have for tournaments?

A key playing skill during a tournament is having a **repetitive shot pattern**— what the Tour pro's call a **'stock shot'**. Recently I was with one of our players at a Satellite Tour event, and I was amazed to see how many players were trying to 'fix' their swing in the pre round warm up! Focus on producing a repetitive flight pattern, and then look to 'drive' yourself round the course with this shot. And focus on managing your thinking, not analyzing your swing searching for the magic fix to produce your 'A' game.

Interested in developing a 'tournament tough' golf game? Send an email to info@elitecoaching.com for a free GMAP analysis of your current golf game.

TECHNIQUE
MANAGEMENT
MENTAL
PHYSIOLOGY
EXCELLENCE
FUN



Elite workbooks for elite players!

During the summer we will be releasing for general sale some of our elite training workbooks. Until now, these workbooks have only been for the exclusive use of ECGA professional and elite amateur students.

For a book to be a financial success, it has to sell tens of thousands copies, so that means almost 100% of golf books produced are aimed at the **mass golfing market**—i.e. *the dub player*. There is very little available for the elite player. Our workbooks are only aimed at elite players. The workbooks have been formulated to take you through the learning process step by step. We believe learning involves active participation, so there is a lot of 'hands on' exercises to participate in as you work through each book.

This summer we will be releasing three of our workbooks;

Creating your inner vision—turning your dreams into reality

This workbook takes you through the step by step process of turning your dreams into manageable goals. It comes together with a mental training CD.

Greg Norman says, "In order to be successful you have to develop your inner vision". He adds, "If you have no vision for the future, you are destined to fail in the long run". This workbook identifies the critical success factors to achieving your goals and is an essential first building block for every serious player. Cost 95 euros.

Purposeful Practise

This workbook outlines key training concepts, and gives many ideas to make your practice stimulating and competitive. One of my mentors, PGA Tour Psychology expert Dr Patrick Cohn says, "Quality practice is focused, goal orientated practice. If you practice the wrong way, you just get good at the wrong thing". The problem is, there are many players who 'hope' to play better. Their 'vehicle' for success is this 'hope'. This workbook will take you through the process of developing your own structured training program in order to achieve your own specific training objectives. It also comes with a detailed excel statistical analysis software program that allows you to analyze both your practice and tournament statistics, and integrated within the tournament statistics is a mental game assessment so you can identify your strengths and weaknesses. Cost 195 euros.

Born to Win—your golfing self image and how it affects every shot you play

This book provides an understanding in how your golfing self image was formed, and how you can develop it to provide the foundation for the golfing success to which you aspire.

Very little has been written in the golf psychology world about the development of your golfing self image, even though it's widely regarded as one of factors that influence performance most. This workbook is extremely powerful and comes together with a mental training CD to develop your golfing self image. Cost 95 euros.

Interested in purchasing one of these workbooks? Send us an email today and reserve your workbook/s for when they are delivered from the printer this summer. All come with a 100% satisfaction guarantee.

Join one of our elite programs

Working hard on your game but you feel that you are going round in circles? Need a structured approach and help in formulating a long term skill development plan in order to achieve your dreams? Would you like to practice in a competitive environment with like minded players at some of the best training facilities available—Evian Masters Training Center in summer and Royal Pines Resort, Australia in winter? We have all types of programs available ranging from residential intensive to distance learning by internet. Interested? Send us an email today and we will email you free of charge our GMAP (Golfers Mental Analysis Profile) to give you a current assessment of your game.



Evian Masters Training Center—one of the best training facilities in Europe