

## The 1% rule

At both professional and elite amateur level, I see players who are looking to take their game from their current level, to a much higher level. Ultimately they are looking for a change— **a change in their results**. As a coach, I love to have students like this, as these high ambitions make them highly motivated. But there is a strong flip side to this—if these players do not achieve these high ambitions in a short space of time, they often get **impatient** and then **try harder**, and then if they don't get the results they feel they deserve then, they try *even harder*—and you can see this can then quickly become a vicious circle. And this negative cycle can have severe effects on a players confidence over time.

*“Too many players attempt to do too much too soon – they are impatient for success and results – they attempt to climb too far too quickly. The experienced climber has a plan, and then executes this plan one step at a time. Focus on long term success and look to build a great career. Champions have patience and persistence”*

**So what's the answer—to be less ambitious??**

No—one of the answers is to invoke what we call the '1% rule'. I ask our students to make a **maximum** change of 1% **each day**. Most of our students feel this is very 'unambitious'. I think the opposite – why? Well, I know that if anyone makes a 1% improvement each day, then theoretically in 100 days that is 100 % improvement! I ask for 1%, because I know that the hardest part of change is at the start – 'moving the boulder', fighting the inertia of staying in your present comfort zone. **Most people try too much and then achieve nothing in the long term**. Taking the analogy of fitness and dieting - often the gyms worldwide are full come early January of each year, with everyone laden with new ambitions and new resolutions for the New Year. By February, 97% of these people will have reverted back to their previous habits. Why? One of the reasons is that they tried to do too much too quickly. What we want is **change over the long term**—that is what will help build successful careers in golf, not a quick short term pill that will only help in the next tournament.

The 1% rule applies whatever aspect of the game you are looking to improve— whether it be a technical change, a change in your cognition (thinking), a change in your practise and management habits, or if you are looking for a change in your physiology.

Another reason people abandon their plans for change, is that when they encounter a setback they then relent back to their old habits. But the process of improvement, of development, always incurs some seesawing of **'a little forward, a little back'**. When you learnt to walk, did you get better and better with every step? Of course not – you stood up, made your first few steps and then fell down. Next time, you got up again, and made maybe a few more steps but then fell down again. This is a very natural part of the learning process. But often people are a little sceptical of change, so as soon as they get a minor setback, they immediately use this as evidence that change is not working and then revert back to old ways. The 1% rule is a very effective tool for change—it helps you approach things with a step by step attitude.

*“If nothing changes, nothing changes”*

**Interested in changing any of your habits to help you achieve your potential?**

More and more I am involved in coaching I see the role of a coach as an 'agent' of change. Of course it's not just about change, but also **what to change and the timing of the change – improving the right thing at the right time**.

Interested in implementing positive changes to your game? Send us an email and we will email you back with information on our different programs like the "Distance Learning Program" which is an internet based mental training program, with a free no obligation GMAP (Golfers' mental profile assessment) which will give you free of charge a current assessment of your mental game.

Send an email to [info@elitecoaching.com](mailto:info@elitecoaching.com) for the GMAP.

TECHNIQUE  
MANAGEMENT  
MENTAL  
PHYSIOLOGY  
EXCELLENCE  
FUN



# Australia Winter Elite Program 2008/9

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It seems like yesterday that we were enjoying the excellent facilities and infrastructure of the Royal Pines Resort on the Gold Coast, Australia, but soon we will be returning to the warm Aussie welcome and sunshine!



Our Program runs from end of November through until the end of April. Students can choose to do all the 4 month program, or alternatively a 2 month program.

Potential students need to demonstrate;

- Professional or good amateur player
- Motivated and ambitious
- Committed, hard working and enthusiastic to learn
- Able to adapt to students of other cultures and keen to make new friends

In return we can offer;

- Structured and motivating training program in all aspects of the game—technical, mental, management and physiological
- Personalized individual program devised together with the player/National coach/home coaches
- Latest technology with Kvest, SAM, EMwave etc
- Build your game for the 2008 season, at a time when many of your competitors cannot play— Start the road to achieving your goals and dreams
- Great facilities (Royal Pines Resort), in a great area (Gold Coast) in a great country (Australia!)
- A great life experience!



Sounds interesting? Send us an email and we will then email you back our information pack. Don't delay, places are limited and with many of the students our previous winter programs coming back, it's first come first served!

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## Ask Jon a Question—and possibly win a Nike T shirt!

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Each month, we receive many emails from elite players and their parents asking varying questions they have about golf. From now until the end of 2008, we will print some of the most topical questions, with the best question each month receiving a free Elite Coaching Nike Tshirt. Here is a question from July—please note the question and answer may be edited for space and simplicity, and no names will be published.

Q—*"I'm not sure about going turning pro and playing on a satellite tour, staying on longer in amateur golf (I am now 21 years old). I currently play in the national amateur team and get to play in international tournaments, where I have not had great success. Some of my friends have gone to US College so I am now also thinking that could be an option?"*

Jon—*"This is a question many young players ask themselves. I think the key is to research as much information as possible, and then make an informed choice. The key criteria for me would be;*

- Have you got the funds/sponsors to help support your to play on a satellite tour? A statistic from an Australian Institute of Program says that it took their elite players' an average of 4 years from the date of turning pro to the date where prize money equals expenses.
- If you are in the National team, I presume that a lot of expenses are paid by the federation, which means you are gaining experience at a high competitive level. That sounds like a good start for a 21 year old.
- How sure are you that you want a career in professional golf? If you are 100% sure it does not seem a good idea to spend the next 4 years of your life spending 80% of your time studying, especially when many of your future competitors will be using this time to develop and refine their game. However, if you are unsure about your career plans, and have serious doubts about a career in professional golf, this may be a viable option, as it keeps your options open for the future.