



## Persistence

**How you deal with failure – what separates the men from the boys**

“Failure is the first step to success” – is that really true? Nothing of any meaning in life can be achieved without failure. Can you learn to ski without falling over? Can you learn to walk without falling over?! **Failure is an integral part of learning.** Many millionaires were once bankrupt before they became millionaires. This was part of their learning curve. And in golf? There are countless tales of struggles among the top players. Many went up to 10 times to Tour qualifying school.

**Failure is just a matter of perception – a champion sees failure as a learning experience.** Jack Nicklaus finished 57 times in the top 3 in major championships. He won 18 of them. So did he win 18 times or did he lose 39 times? He said that he succeeded in every tournament he ever played – because he either won it, or got a valuable learning experience from it.

Greg Norman has played some of the best golf ever played on this planet, but has had to endure some great shots played against him at key moments, which played a part in him losing major championships. But there are many other stories of less known Tour players who have succeeded against all odds. Constantino Rocca never played golf until he was in his 20s, and was working in a factory in Italy. He started to play on the Challenge Tour in his 30s, but never lost sight of his dream, culminating in the fact that he did not establish himself as a Tour player until almost in his 40s. Barry Lane, an ex Ryder Cup player and ex World Championship winner, went to Tour School seven times. Every player has a different story of how they succeeded, but all contained failure and struggle of some kind.

**“I believe that those of us that can face failure, learn from it, and move on will succeed greater in the long run” GREG NORMAN**



Jean-Francois Remesy went to the Tour School 12 times in a row from 1987 until 1998. In 1999 his persistence was rewarded with his first Tour Victory, the 1999 Estoril Open. In 2004 he went on to win the French Open, almost a major victory for a Frenchman. Then he went on to defend his title in 2005. But he had to return to Tour School in 2008 and he is now preparing for his 14<sup>th</sup> Tour School.

**If you want to be a champion learn to embrace failure and then take the learning experience from it.** And you may say this is easier said than done, but as Greg Norman says, “this is what separates the men from the boys”. That’s what separates champions from the others – **their reaction to perceived failure.**

This text has been adapted from a chapter in our new book ‘**Tournament Play—learning to win with your B and C game**’, which is being released at the Golf Europe show at the end of September. The book (180 pages with 30 practical exercises) is an A to Z handbook on learning the skills to perform your best in tournaments. To reserve your copy from the first edition print run, please send an email to [info@elitecoaching.com](mailto:info@elitecoaching.com).

Interested to learn more about developing your thinking so that you can become the player you aspire to be? Send an email to [info@elitecoaching.com](mailto:info@elitecoaching.com) and we will email you our free 15 page GMAP questionnaire, and then we will give you a free of charge mental game analysis.

# Professional Golf Diploma course



Most elite amateurs, when finishing their school education are not good enough to play on Tour. But the potential is there. So the decision most of these players have to make, is to either commit to a 4 year US College program, or otherwise just practice on their own at their club and play on an amateur circuit. This is very much an 'all or nothing' decision.

Our 'Professional Golf Diploma' commits players to a one year program, whereby 80% of the time is spent practising / working on their game, and playing tournaments. The other 20% students learn about the key aspects of professional golf.

One of the objectives of this program is to not only give young players a structured pathway to develop their goals and dreams. Its also about building a foundation within the world of golf. There are many career pathways within golf, such as coach, club professional, physio & fitness, club manager, golf media, club fitting, equipment sales etc.

This program offers a wonderful opportunity for any aspiring tour player to develop a solid foundation for their career, whilst also keeping their options open. Should a student decide on a different pathway within golf, the diploma will give him/her a 'head start' into alternative golf careers.



The diploma course starts at the end of the year in Australia, and then students come back in Spring 2010, and then students have the option of either basing themselves through the summer season in Evian, or they can also stay in their home countries and then just spend 5 days per month in Evian, and then complete their tasks and assignments at their home clubs/courses.

Interested? We are offering a **special discount of 2,500 euro's** for the first 5 students who sign up to the course, so if you are interested in this course you can download the brochure from our website ([www.elitecoaching.com](http://www.elitecoaching.com)), or alternatively send us an email at [info@elitecoaching.com](mailto:info@elitecoaching.com) to register your interest.

## Winter Program Australia 2009/10

Interested in using the winter to build your skills in order to make 2010 the year you dream it to be?

Formula One race teams use the winter season to build a better car for the following season. This is your chance to build a better golf game so when you play next season, you don't only play with hope and ambition, but you're armed with **improved skills** and crucially **competitive confidence** in these skills.



- Winter Elite Programme established for 5 years in Australia, working with elite amateurs, different national federations and playing professionals
- Personalised and individual solutions based on performance coaching
- Multi cultural learning environment
- Emphasis on personal development and integrity
- Lifetime experience

Interested in learning more about the different options available for this winter, and how we can customize a solution according to your needs? Send an email to [info@elitecoaching.com](mailto:info@elitecoaching.com) and a 15 page brochure is downloadable from our website

[www.elitecoaching.com](http://www.elitecoaching.com)

