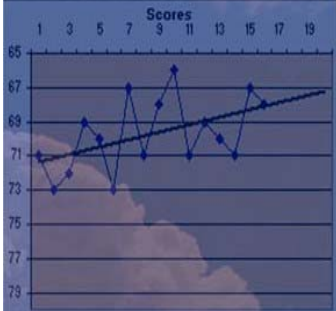


Develop a success mentality

TECHNIQUE
MANAGEMENT
MENTAL
PHYSIOLOGY
EXCELLENCE
FUN



What do we mean by the term ‘success mentality’? Leaders in any field—albeit be business, music or sports—think in a way that gives them the **best possibility of success**. Greg Norman says that he even before he hit his first golf shot he knew that he could be successful at whatever he turned his hand to. Earl Woods spent years grooming his young son Tiger in believing in himself as a person and that he could achieve in life anything he aspires for. Jack Nicklaus, Gary Player and Arnold Palmer are examples of people who have excelled at one discipline (golf), and then moved on to another field (business) and still became leaders in their fields. Why? Because these people have a strong belief in their ability to attain the ambitions and goals they set for themselves, regardless of what endeavour it involves.

A success mentality is the foundation every player needs, on which they can then layer the different components and skills that make up a tournament player. It’s a little like a computer—the CPU is the success mentality, and the skills are the software—would the computer be able to function optimally if there was a fault with the CPU?

I often see a strong reluctance from some players to work on these ‘core’ issues. They just want to paint over the cracks, hit another bucket of balls working on perfecting their technique. How often have you worked on core issues such as a success mentality? Probably almost not at all. Well first of all don’t worry, you’re in the same boat as a lot of other players. But does it not make sense that if you truly aspire to be the best player that you can be, you should spend at least a little time developing your CPU—this internal image of yourself succeeding and achieving your golfing goals?

We have a saying our Academy that ‘you have to create it on the inner plane before it can manifest on the outer plane’. What we mean by this is that if you first have to conceive in your mind your self succeeding, and then it’s possible for it to happen. Working on and developing this picture of internal success is without doubt a critical success factor in achieving success.

You need to surround this inner vision of yourself achieving success with beliefs, thoughts and attitudes that are congruent with this picture. It’s no point in visualising yourself succeed but then carrying with you on every round the label that your short game always lets you down.

“You act, according to the images you hold in your mind” DR CRAIG L. FARNSWORTH

How can this information help me?

Daily visualisation—Spend 10 minutes a day visualising yourself succeed. Each time you visualise this you are creating a mental pathway which over time and consistent practise will make this internal picture of yourself clearer and stronger. This will in turn create a ‘gravitational’ pull for success to come to you.

Identify your ‘non’ success attitudes/ thoughts— Look to identify your attitudes which sabotage your chance of success. Do you consistently think in a way that puts lots of pressure on yourself? Are you quick to criticise yourself but slow to support or reward yourself? Do you procrastinate on doing the things you know would help you?

Working on and developing your success mentality will help you increase your motivation, it will help you move on from your poor rounds or tournaments and it will help you gain more confidence from your good ones. Make a commitment to yourself today to not only work on the outer skills like your swing or your short game, but to also work on your ‘CPU’ - developing a success mentality.

Interested to learn more about developing your success mentality so that you can become the player you aspire to be? Send an email to 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), or alternatively send us an email at info@elitecoaching.com to register your interest.

Jessica Ji—the youngest player on the European Tour

Jessica is a player who joined our Academy at the beginning of the season. Previously she had only played on the 2nd tier development tour within Korea.

In January she just managed to secure one of the last cards for the European-Tour this year. It has been a wonderful learning experience for her to visit so many different countries for the first time, and to experience so many different courses. One of the critical success factors for success is the ability to move out of your comfort zone. Jessica has certainly shown by travelling to Europe to play she is willing to move out of any comfort zone.



She's had a solid season so far, only missing two cuts, and she's picked up a lot of playing and course management experience this year and her first win is not too far away. She's keen to follow in the footsteps of Mi Jung Hur and Na Yeon Choi who secured their first wins this year on the LPGA tour.

Her long game skills are truly sublime—after watching her hit every fairway and every green in regulation twice this season during a tournament she has the ability to go low.

Next stop will be a few events in Asia before taking a break at the end of the year, and after travelling to Australia in January for winter training and then join the LET schedule 'down under'.



Her favourite European food is now snails, which she tried for the first time at the French Open, and then ate almost every day after! She also likes a lot Black Forest gateaux cake (who doesn't?!).

