



TECHNIQUE
MANAGEMENT
MENTAL
PHYSIOLOGY
EXCELLENCE
FUN

Swim with the dolphins

Clambering down the small ladder of a boat just off the Gold Coast, Australia, I turned my head just before I was about to jump into the cooling water and suddenly I spotted a dorsal fin in the distance. Knowing that the Gold Coast is one of the most shark infested waters in the world I made a hasty retreat back onto the boat. The skipper started laughing at me, saying it was not a shark but a dolphin! I demanded, **“How can you differentiate the difference between a shark and a dolphin?”**

Young elite amateur and professional players these day are presented with a myriad of information. Equipment reps are inundating them with different prototypes, new products etc. A multitude of coaches with expertise in many different fields are constantly lurking in the background ready to offer you the ‘secret’ to taking the one shot off the stroke average to take you up to the next level.

I believe that if a player spurns ALL the expertise, he is unlikely to succeed this day and age, as other players will be able to gain a considerable edge. But then on the other hand, if a player listens to everybody and is open to changing his swing or his equipment to whatever is the latest fad, I think he will also have no chance of succeeding. So one of the challenges every young emerging elite player has is to decide **who are the dolphins** (the people/advice that will help you), **and who are the sharks** (the people/advice/information that will hurt you)?

“Coaching is about ADDING to the process, not taking away”

Denis PUGH, PGA Master Professional

I believe developing a **good filter system** is one of the critical success factors to being the best player that you can be. Every young player will need to develop this filter. I believe every player should be on a **mission to become an expert on themselves**. That means becoming an expert on their own swing patterns, an expert on their thinking patterns and an expert on their physiological patterns. And through your career you should **strive to constantly improve yourself in all areas**.

Choosing your coach/es

Young players will have been exposed to club, county, regional and national coaches, other elite coaches/experts etc. So who do you listen to and who don't you listen to? It's not easy, hence the analogy with sharks and dolphins.

As a coach you **must park your own ego**. Coaching is about helping THE PLAYER perform better, not about the coach improving his reputation. There are many coaches who will use the player for their own agenda, and these in my opinion are the ‘sharks’. But how do you tell the difference between a dolphin, someone that's going to help you, and a shark, someone who's going to hurt you? Because sharks are primarily about enhancing their own agenda, there are some key characteristics you will find. They are very possessive and demand exclusivity from their players—or only recommend other people who validate them. Good coaches are;

- Open minded and communicate well
- Delay their judgement and listen first
- Put the player first not their own agenda
- Are not competitive with other coaches, look to ‘work with’ not ‘against.’

Filtering information

The key is to have a good objective mindset—not to trust blindly—for example just because a computer says that this is the perfect shaft for you, there's no alternative. Listen to the information, but then try, trust your internal feedback (your intuition) and then make your decisions. Good information generally:

- Fits into your ‘philosophies’ (e.g. swing concept etc)
- Makes sense/logical to you
- Proven at tour level, not just ‘theory’

And if any of you find yourself on a boat and spot a fin.....the difference between a shark and a dolphin—it's the shape of the dorsal fin—a dolphin's is rounded and a shark's is straight!

Interested to learn more about developing your game 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 game analysis.

The PERFECT golfing Christmas present!



It's always a challenge to find a 'golfing' present for a golfer at Christmas, because normally they have everything they want already! I mean, what can you give someone who already has the latest Titanium driver, crafted forged irons, Vokey wedges and a Scotty Cameron putter and his or her bag filled with Pro V1's?!? Well, we have the PERFECT present for every aspiring and ambitious golfer—a present they will not get from anyone else, a present that will help their golf! Our Workbook/CD series are available for purchase individually, or as a set of four at the **discounted price of 295 euro's**. We have received many positive comments from previous customers, and even though we offer a 100% no quibble money back guarantee have yet to receive one returned book. So that means you have everything to gain and nothing to lose! **We will look to deliver within 14 days so please order ASAP if you want Christmas delivery.** Go to our website www.elitecoaching.com to order or alternatively send an email to info@elitecoaching.com. All prices exclude postage .

"These workbooks contain lots of accurate and great information. They hit many of the key aspects every aspiring Tour Pro needs to know" Oliver Wilson (2008 Ryder Cup player, Top 10 European Order of Merit 2009)

"The books were outstanding and very interesting" Henrik Lundquist (Swedish Golf Federation Coach)

"Creating Your Inner Vision is the first workbook of its kind, it helps young students gain motivation, desire, knowledge and above all guides them in creating a dream. Jon knows what it takes to make golfers excel and win!" Robin Symes (Director DLGA Korea and coach to LPGA Tour Player Na-Yeon Choi)



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- Tournament statistics analysis excel software

COST 125 euro's