

## Performance Slumps



The game of golf can provide players with the most exhilarating journey one moment and then the most disheartening the next.

Ian Baker-Finch won the 1991 British Open with an outward nine holes of 29 on the final day at Royal Birkdale to stamp his authority on the tournament and win his first major. In 1995, after enduring a 2 year period of missing the cut in every tournament he played, he suffered the embarrassment of a first round 92 (+20) in the same tournament he had won 4 years previously. He retired from tournament golf shortly afterwards and retired to the commentary box.

David Duval had emerged at the turn of the century as the only genuine contender to Tiger Woods for the No 1 player in the world accolade—indeed he had wrestled the coveted No 1 spot off him for a period of time—and in 2001 won his first major championship, the British Open. It looked as though that would be trigger to move into being one of the game's icons. He has not only never once since but has endured one of the most wretched slumps in the history of the game.

### How can the game of golf deal such a rollercoaster of highs and lows?

Golf will always be a series of high's and lows—Gonzalo Fernandez-Castano recently won the Barclays Singapore Open—in the last round he shot a 72 which was 11 shots worse than his previous round which was a ten under par 61. So understanding that **highs and lows are intrinsic to the game of golf** is the first step to reducing the lows as opposed to exacerbating them.

### So how can a player minimize the lows and maximize the highs?

The problem most players have when they are in slump is that they do the exact opposite of what took them to their high.

So for example some common traps players fall into are:

- **Looking for magic pills**—trying to find a 'shortcut' to get them back immediately to their previous good form
- **Becoming 'over-technical'** - good mechanics and having a reliable technique is a pre-requisite for success in elite golf—but becoming obsessed with the swing to the detriment of the other areas of the game is certainly not. Often players will change coaches in the quest for the magic 'technical' pill and this is a dangerous road to walk.
- **Overtrying**—the player often 'overpractices' and tries too hard during tournaments—a very understandable and in many ways admirable reaction to the poor period of play but unfortunately this has the effect of extending the slump further.

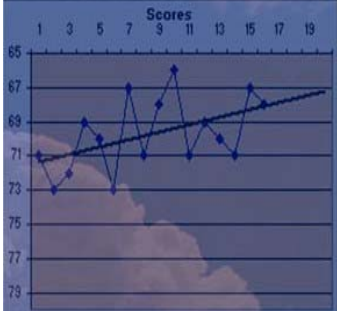
### What strategies can a player apply in order to regain the form?

We have formulated through study, research and experience what we believe to be the 'Five Golden Rules' to minimizing the lows that golf will intrinsically deliver and then maximizing the highs. One strategy is to:

**Apply the 1% rule**—the 1% rule is basically the opposite of the 'magic pill' trap we just described. 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, but 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. Look to change things 1% at a time—albeit technically, mentally, physiologically etc. The 1% rule is a very effective tool for change—it helps you approach things with a step by step attitude and allows confidence to flourish as you make your minor successes.

**Interested to learn 5 Golden Rules for playing your way out of a slump?** The past is the past but it will become your future if you do not take action. We've earned the name 'Slumpbusters' in the elite golf industry (after the 1985 film Ghostbusters!). We will not be able to provide any magic pills—but if you have the desire, determination and commitment to climb the mountain of achievement once more we are experienced in providing players with a clear navigation map of the key issues you will have to address in order to be successful. Contact us at

[info@elitecoaching.com](mailto:info@elitecoaching.com)



## Asian PGA Coaching Conference

The PGA Asian Coaching Conference was held in Pattaya, Thailand early in November. Our Academy Director, Jonathan Wallett, presented to the delegates on the topic of 'Elite Player Development'. Jonathan says, 'It was a wonderfully staged event and an excellent location at the Grand Hotel, Pattaya and it was a great week. It was a good opportunity to discuss coaching concepts and theories with fellow motivated coaches who came from Canada, USA, Australia and of course the Asian countries. I look forward to next years conference with enthusiasm.'



## Train like a Tour Player—and make 2012 your best ever season

Our ECGA Winter Elite Training Program in Australia has an outstanding physical training program for preparing golfers to be the best players they can be. Tour Physio's Ramsay MacMaster, Josh Meyer and strength and conditioning expert Marco Renai firstly assess the players, then give out personal training programs and 4 times per week oversee a variety of training sessions. The players are subjected to a program of tests each month and their progress quantified. And the great thing working with this team, is that they will be doing the cutting edge exercises and training programs used on Tour.

*"The program surpassed my expectations – the mental and physical side were truly outstanding. This is exactly what every serious player should experience."*



**Lasse Kobberup, H'cap 1, 20 years old, Denmark**



We can help support you in your quest to be the best player that you can be. We strive to create an environment for success and by being with other high ambitious players it allows players to train in a competitive, motivating environment which prepares the players in a way not possible when training on their own.

*"You showed me how to create an inner vision of success, which is becoming clearer and clearer, and I now know how important it is to be successful in the inside. I know that you (Elite Coaching) give 100%. Looking forward to see you again and show you how my game improved :)"*

**Hans-Peter Bacher, 24 years old, Professional European Challenge Tour, Austria**



We look to provide not only an optimal training environment together with specialised coaching, but also a valuable life experience. Student Seb Wall, 19 years old from France says, "I made friends with players from many different countries and I really enjoyed trying surfing."



*I have been on the ECGA Australia Winter Training Program twice and it's the best. I enjoy the competitive element in the training a lot".*

**Viva Schlasberg, Professional Nordea and European Tour, Sweden**

Interested in joining us this winter? The program starts Mon 2nd Jan and finishes Fri 30th March. Players can come for 1, 2 or 3 months. Send an email to [info@elitecoaching](mailto:info@elitecoaching) to register your interest. Click on the link below to learn more—remember places are limited!

<http://www.youtube.com/watch?v=e0Jh7tFxXHI>

**ELITE COACHING GOLF ACADEMY**  
as seen in and on:

