Tony doesn’t just know his stuff; he knows how to get inside minds and bodies to get them working as one. Priceless!!  
Adam Sprackling, Golf and Performance Coach, UK

The Mind Fit process has allowed me to hit the ball more consistently by removing the technical jargon which 99% of us find incomprehensible. My mind and body are now synchronised and focused on a single goal.  
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Our children have been given an excellent foundation for golf and learning. I’ve learned a lot too and I don’t play golf...yet!  
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I now get the most out of every practice session. I no longer go to the range just to hit balls. I have a specific objective and the tools to ensure I learn from every shot, on the range and on the golf course... Over two months I played in ten matches, achieved four wins, five seconds, a third place and my handicap went down from 25 to 18!  
John Dixon, UK

As a seasoned golfer and corporate business professional, I have been applying many of the Mind Fit techniques without really knowing it. You can’t achieve success without them! Tony and Neville have combined forces to create a simple yet powerful book that is sure to improve your game and enhance your experience, both on and off the golf course.  
Dave Shultz, California, USA
To our wives and families
To Graham Williams for the science
About The Authors

Tony Westwood was born in Barrow-in-Furness in 1965. At the time Barrow was in Lancashire and he still considers himself to be a Lancastrian ahead of a Cumbrian.

His fascination with the game of golf started at the age of four, although memories are vague.

As time progressed he loved nothing more than spending hours hitting golf balls. For his sixteenth birthday his Mum and Dad paid for membership of Furness Golf Club and Tony bought some clubs from a neighbour.

His first eighteen holes, also his first competitive round, resulted in winning the Bon Accord Trophy with a nett score of 60 (11 under par playing off a handicap of 30). His path was set. While finishing his apprenticeship in engineering, at the age of twenty, an opportunity arrived he could not turn down. Playing off a handicap of four he left home and turned professional and became the assistant to PGA Professional, Bruce Whipham, at Cleveland Golf Club, Redcar.

Tony became increasingly fascinated by the coaching element of his work and was always looking for new and innovative ways to help people learn more about their game. His work in golf continues. Now as Mind Fit Sports Director he has also widened his arena of performance coaching beyond the golf course.
Neville Gaunt was born in Leeds in 1959 and finished full time education in 1980 after he gained a joint honours B.Sc. in Mathematics and Economics at Nottingham University. Most of his career has been spent far from the golf course in finance and senior management roles within the construction and oil and gas sectors.

His daily routine has been more about business performance than a golfer’s performance but as this book demonstrates the can-do mindset is powerful in both areas.

In the 1990s he was CFO of a small team, including Tom Kite and Bob Cupp, which took the Liberty National Golf Course in New Jersey, USA, from concept to design and sale to developers in 2000.

Henry Ford’s statement, “If you think you can or you think you can’t, you’re right!” motivates Neville and the Mind Fit team to show anyone that they can, if they want to.

As CEO of Mind Fit, Neville leads an experienced team that combines rigorous academic research and effective business application. He is always up for a challenge and his aim is to help people and organisations succeed and achieve their potential.
Preface

Golf is a great game; some may say it is the greatest game ever played. But ask anyone who plays the game and they’ll say it has its challenges and is downright difficult. In fact, it can be the most frustrating, annoying and unforgiving game that we play. Yet it has this ability to get us hooked, addicted and keep us coming back for more. It slowly dominates our lives.

We read about golf, watch golfing videos, follow the majors and still it is not enough. A myriad of golf books, DVDs and magazines that explain the golf swing may fill our shelves at home—but many golfers still do not understand what they need to do.

With all this knowledge and advice from professionals and coaches why is it that we do not improve, improve exceedingly slowly or even get worse?

This book is not only about what we know about the golf swing or learning, it is about helping you to perform better on and off the golf course. Whether in sport, business or life your ability to perform is driven by your attitude and behaviour.

Most golf coaching is about sharing information or knowledge, much of it technical, and then you go to the golf course with that information or knowledge. For many, your game does not improve as much as you would like, your attitude and behaviour is affected and your level of performance deteriorates. Next you go back to your golf coach, who shares with you more information or knowledge, and the problem is solved… Until you venture out on the golf course again and attempt to play with even more thoughts and concepts.

And the cycle goes on and on and on.

This book will help you break that cycle. But you have to want to break the cycle. Then this book will engage you in a new process designed to help you develop your ‘perfect swing’—the only swing you can trust, the one you were born with.
There are some global concepts and ideas we will suggest that you should follow and they will be explained in a way you will understand.

Golf is a great game.

It can be played for life. It challenges you on many levels and this adds to your fascination with the game. We will help you understand how to solve your problems and develop your game just by following some simple processes.

My own work on the process started several years ago and was helped with studies in many fields. During my studies I found things that worked and made connections that helped me understand why the things I was doing worked. I also dismissed lots of elements that weren’t really needed.

I reached a point where I needed to do some heavy research into psychology and neuroscience to explain why what I was doing actually worked. I needed the science to help me prove it—that’s when I would know it was repeatable, and that anyone can do it.

On reading Mind Fit for Success by Graham Williams I found all my research had already been done. It was a perfect fit. That was in 2013. I would like to take this chance to thank Graham for his research and his natural curiosity which made developing this process so much easier.

Since then we have been working together to raise awareness of what you can do and the difference this process makes. With my friend and colleague, Neville, this book is our opportunity to share this process with all golfers. It has been a team effort to get this right so you can improve your golf and have fun playing the game.

The information we will share is common sense, it is just not common practice. We aim to help make it your common practice. Your mindset is the starting point— belief that you can do it.
We will share with you some simple ideas that will make sense. You may not be able to do it straight away, but the process is simple to apply. Because you will understand it; with the right mindset you will want to persist and make it work.

Your brain is a great problem solver and when it is allowed to make the right connections amazing things will happen. You will make mistakes. You will have successes. All you need are the tools to make sense of it all.

This book will help you to make sense of it all!

Why this book?

This book is for the golfer that wants to improve—nothing more, nothing less.

All we have done is develop a highly-effective process that has evolved over many years. Many years, testing and further testing, crafted a process that any golfer can understand.

It’s simple. And that means it’s now down to practice—your practice. To your success!
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Before you get started, what if there were two deals on the table?

#1 Do you want a better golf swing?
#2 Do you want to hit the golf ball better?

Before you decide let’s qualify each deal.

Deal #1 has no guarantee that you will hit the golf ball better, but your swing will look good. On the other hand deal #2 comes with a guarantee that you will hit the golf ball better and with the added bonus that there is a pretty good chance your swing will look good too, it is just not the starting point.

Now, make your choice.

For those of you who want deal #1, then good luck on your journey, this book will still help, but in your endless search for perfection there will be frustration.

If you chose deal #2, welcome aboard, it will be fun, challenging and you will be able to make sense of your own game and ultimately become your own coach.
CHAPTER SIX

Your Mindset

“Sometimes the BIGGEST problem is in your HEAD. You’ve got to believe you CAN play a shot instead of wondering WHERE your NEXT bad shot is coming from.”

-Jack Nicklaus
If you watch any golf tournament and listen to the pundits and the specialists you can’t get away from the term mindset. As well as the regular golf coach, all the pros have a team around them with the most important geared to the player’s mindset.

We could write several books on this subject but we’re going to keep it short and simple. Of course we have all the research to support what we’re giving you but, unless you have a particular interest, what follows is all you need to know.

However, one thing we’ll say up front is that everything we’ll be talking about depends on the context—in this case it’s your golf, but it could easily be your business, or employment or any other part of your life.

Now just take a minute to think what it would feel like if after every shot you smiled. It might not be because you hit a dream shot—but it will be because you know exactly what you did when you played the shot. And all of the experience goes into your memory banks to help you calibrate what you are doing and you will be naturally improving your game.

With the process we have now introduced you to that is exactly what is going to happen. You now have the opportunity to learn something from every golf shot, improving your game in real time, whether you are on the golf course or on the practice range.

If you believe it is possible then it is, or not if that is what you want to believe. What we each believe is what makes us unique, it goes like this:

- **We are what we believe**
- **What we believe, together with our experiences, form our attitudes**
- **Our attitudes in action form our behaviours**

Now you might say we are all different, and of course you’d be right! However, for all of our uniqueness there are only three states our beliefs, attitudes and behaviours will lead us to. The states are:

- Can’t do—negative
- Won’t do—negative
- Can do—positive
Everyone would like to think they are a can-do person, but the reality is we all move between the three states. Depending on what we are doing and how we are doing it we could be in any of the three.

Here’s a simple example: You are looking at a green surrounded by bunkers. If you are thinking positively and are focused, the fact that the last time you played this hole you hit your ball into the right-hand bunker should be irrelevant. But is it?

“If you think you CAN do a thing or think you CAN’T do a thing, YOU ARE RIGHT”

- Henry Ford

So where is your mindset? Just saying you can hit the green is not enough, you have to believe it and have a routine to make sure you give yourself the best chance to succeed.

Hint: By the time you have read this book and then practised what we are suggesting, you will know what a can-do mindset for your golf is all about. It is you that has to do the practice and you don’t have to be on the golf course or the driving range to improve your mindset.

The three states explained

One negative state represents can’t-do or helpless people. These people are easily overwhelmed and ignore or avoid, consciously or unconsciously, doing tasks where they can. So if you avoid any of the practice we are suggesting you know who you are then.

Dr Martin Seligman, who is one of the leading lights in the world of positive psychology, calls this group’s behaviour learned helplessness. The interesting part of that term is that research, carried out over several years, deemed it learned behaviour and he suggested at the time that, as it was learned behaviour, it could be un-learned too.
Today we know how you can unlearn that behaviour wherever you may be doing it. For your golf, we'll be showing you how you can develop that consistent can-do state in this book.

The other negative state is Learned Defensiveness® (won’t do). Defensive people tend to overcontrol and block anything even though they may know it is the right thing to do. For example, continuing to use your six iron when you know the five iron is the right club. And if you have convinced yourself you don’t need to practise to improve when you know every professional golfer spends more time practising than in tournament play, then you know you are in the won’t-do state.

Both negative attitudes and behaviours lead to a lack of focus, wasted energy and typically deliver a poor result. If you are having a bad round and you continue to operate in the wrong mindset who knows how bad it will turn out.

Collectively for the can’t-do and won’t-do we call this Behavioural Waste™.

**Behavioural Waste™**

Behavioural Waste is a result of games people play

All forms of behaviour that divert energy, talent and resources away from the personal or organisational purpose
Golfers clearly demonstrate a lot of this but it’s all around us if we start looking. In business we have found that up to 50% of people-time at work does not focus on what is business-essential. People spend their time instead in activities that are unproductive and lead nowhere, many become engrained in the culture and are stubbornly resistant to change.

**Can-do people**

The one positive group is made up of the can-do people (operating with Learned Powerfulness®), who have a sense of who they are; they have a clear purpose and are driven to be successful in whatever they do. Such people demonstrate growth behaviours and consistently seek to improve performance whatever their context—business, education, sport or life.

Guess which group we will be helping you to play golf in... The can-do group of course!

Here’s the Mind Fit Map we use all the time. In this book we’ll be showing you how you reach and maintain a can-do attitude throughout your game. All the drills and your new routine have been designed to keep you in the can-do positive state.
Now only you can choose

Just as there are three states on the Mind Fit Map, there are also three choices:

- In which direction will you travel?
- How will you change and influence your performance?
- Will you become who you are capable of being?

The first thing we will be doing is working out your default pattern and put it on the map. Then we will help you to start the process and change any negative habits you may have, replacing them with positive habits.

Normally this would be done in a business or education context by designing a series of workshops to help you and your team know where you are on the Mind Fit Map and improve your performance to do whatever you are capable of doing.

*But we don’t have to do that because this context is golf!*

**Why?**

In most other contexts where you operate there are other people involved—people make up your team. At work you have colleagues or if you run your own business you have clients, customers and suppliers. There are lots of other people in those contexts that influence your success and your performance. Looking at the business context your team is made up of other people, so we would have to work together on your specific issues individually and collectively to make what you are doing a joint success.

But there are no other people in your team when you are on the golf course—it is your game and it should not be influenced by what others do or say. To play your best you now know you only have three members in your team:

- Intelligent golf clubs—they know what to do
- Honest golf balls—they obey the laws of physics
So that is your team and they turn up every time ready for action. That just leaves you!

We know if you want to have fun and improve you will be happy to follow drills and practice routines that work. Any golfer knows you have to put in the effort and time to improve. What we now do is help you to put in focused effort. There are no short cuts to this.

**Focused effort**

In this book what we are giving you is a process that anyone can do that will build your can-do mindset for golf. It will also build confidence and resilience, giving you the bounce-back-ability you need to succeed.

If you want to succeed, this process becomes your focused effort. In time you will be able to do it without thinking. It will become natural and something you will do automatically and willingly. Just like riding a bike or driving a car it may be challenging at first, but eventually when you have done it enough you will become good at it, without really having to think.

Some of this process you can also practise even when you are not on the golf course. You can use your memory and imagination if you want.

We have already included a very simple feedback process that will raise your awareness of what you are doing every time you take a swing. This keeps you engaged in the process and in that powerful can-do mindset.

**The really good news**

It’s all here! This book contains all you need to know and then practise so that when you turn up to play you are in the best place you can be mentally. We have created and included everything you need, there are no short cuts remember. Just follow this process. Do the practice drills and keep repeating them, because the more you do them the more you will raise your awareness. Your improvement is then guaranteed.

Just believe what we are saying and when you succeed you will be the next testimonial, the proof that this process works. It is the most efficient and effective way we know to help you become the best that you can be.
In closing this chapter it would be easy to forget one thing. Remembering that golf is a game, and a game is supposed to be fun. What we are doing in this book is helping you to develop the enjoyment of knowing you can do golf. Why not have that summed up by a golfing legend?

“I am a FIRM BELIVER in the theory that people only DO THEIR BEST at things they TRULY ENJOY. It is difficult to EXCEL at something you don’t even ENJOY”

- Jack Nicklaus

Practice Drill #5: When playing on the golf course monitor your mindset by giving yourself a ✔️ or a ✗ after every shot.

Be honest, you are only kidding yourself otherwise. Give yourself a ✔️ based on your commitment, your self-talk and your emotional response after your shot. If there are any negative elements give yourself a ✗. You are now playing a new game where the aim is to gain a ✔️ after every shot.

This is your handbook so why not monitor yourself here? List your scores, ✔️ and ✗ per round or practice and work on turning the ✗ into ✔️. Is there a pattern you notice?
Is your mind fit for golf?

The missing link to your success...

Neville Gaunt & Tony Westwood

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Dave Shultz, California, USA

BUY THE BOOK TODAY!

http://www.mindfitltd.com/shop/

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