

Want to improve your golf?

**Intelligent
Golf Clubs**



Honest Golf Balls



& You

By Tony Westwood and Neville Gaunt

Intelligent Golf Clubs,
Honest Golf Balls
&
You

“the last book on improving your golf you need buy”

Tony Westwood
&
Neville Gaunt

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Intelligent Golf Clubs, Honest Golf Balls & You

BY

Tony Westwood & Neville Gaunt

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Acknowledgments

To our wives and families...

Graham Williams, his research and natural curiosity made this a lot easier.

Preface

Golf is a great game; some may say '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 videos, follow the majors and still it is not enough. The myriad of golf books, DVD's and magazines that explain the golf swing fill our shelves at home and still many golfers 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 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.

A majority of 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 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 do that and then it will engage you in a new process designed to help you allow you to 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 that will add 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. It was during my studies I found things that worked, made connections that helped me understand why things I was doing worked and lots of elements I could dismiss as not really needed.

This resulted in reaching a point where I needed to do some heavy research into psychology and neuroscience to prove 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 anyone can do it.

On reading 'Mind Fit for Success' by Graham Williams I found all my research had been done and it was a perfect fit. That was in 2013 and since then we have been working together to raise awareness of what you can do and what a difference this process will make. With my friend and colleague Neville, this book is the next part of our journey and the opportunity to share this process with all golfers and help them improve their golf.

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, and with the 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 and 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, and 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 process that has evolved over many years of trial and error, test and further test to hone down a process that any golfer can understand.

It's simple. And that means it's now down to practice – your practice.

To your success!

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 started at the age of 4, 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 18 holes of golf resulted in a gross score of 90-30-60 and he won the Bon Accord Trophy, his path was set. At the age of 20 and finishing his apprenticeship in engineering an opportunity arrived he could not turn down. Playing now off a handicap of 4 he left home and turned professional, becoming the assistant to PGA Professional Bruce Whipham at Cleveland Golf Club, Redcar. That was all in 1985.

As well as playing to a high standard, Tony was fascinated by the coaching element of his work and always looked for new and innovative ways to help people learn more about their game. His work in golf continues and now as Mind Fit Sports Director he has widened his arena of performance coaching.

Performance on and off the golf course is driven by attitude and behaviour and the aim of this book is to help golfers old and new to play, learn, understand and enjoy their golf more.

Neville Gaunt was born in Leeds in 1959 and has spent most of his career a long way from the golf course in Finance and Senior Management roles in the construction and oil & gas industries. His daily routine has been more about business performance than golfer's performance but as this book shows there are similarities of a can do mindset that are useful in both arenas.

In the 1990s he was CFO and part of a small team including Tom Kite and Bob Cupp that brought the Liberty National Golf Course in New Jersey, USA through the conceptual and design phase and packaged for sale to golf developers in 2000.

Today he is CEO of Mind Fit and leads an experienced team that offers a combination of academic thinking and business application. He is always up for a challenge and his aim is help people and organisations succeed and achieve their potential.

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 lets 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 because you can hold a golf club and have an amazing piece of machinery between your ears, there is a very good chance that your swing will look good too and produce what you want. It is just not our 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 1

BUSTING MYTHS

Golf (n): is a game where the aim is to get a small ball into a series of small holes using sticks or clubs.

Game (n): something done for amusement

Have you got that?

It is that simple, or is it?

Do you have fun every time you go out and play golf?

You can have fun and improve your game if you want to – and that's the first myth you're going to help yourself bust!

What we see too often

On golf ranges and practice areas around the globe, picture this scene. Two golfers have just arrived. Let's call them Dan and Sam, they are friends. Dan has some experience in the game of golf and Sam his friend wants to start playing, having heard Dan talk about how great golf is.

This could also be a husband and wife, a parent with a child, but someone somewhere is helping somebody to learn to play golf.

As the scene unfolds Dan is watching Sam and issuing instructions, explaining what body part to move and when and these instructions are filling Sam's brain - do this and do that, along with don't do this and don't do that.

When Sam hits a poor shot, Dan can't resist giving more helpful explanations and instructions. In Sam's mind confusion reigns and then as if by magic the next shot delivers a ball that flies high and straight, a great shot! With Dan shouting

“That's it, brilliant! You've got it. Now just remember what you did”.

Sam's reality

The reality is that Sam has not learnt anything at all and what follows are more poor results with the occasional shot that flies high and straight. Randomness and chaos follows more randomness and chaos. The real skill and the way to improve as you will discover in this book, is making sense of what actually happens.

This scene has been played out at many golf courses and driving ranges and someone somewhere is saying the same things while you're reading it here. It is impossible to ignore the level of explanation that a well-meaning 'friend' or 'family member' will go into, based on ***their*** experiences of playing the game.

But whose game are they playing?

Can they be really certain that is what they actually do themselves?

You might have heard something like this too.

After you have aimed the clubface, gripped the club, positioned the ball in the correct place, lined your body up in the right direction and got your body in the correct posture, all you have to do is this:

- Stay relaxed
- Grip the club not too tight and not too loose
- Start your backswing with a slight forward press
- Keep the clubhead low to the ground as it moves back away from the ball
- Make sure the club moves back slightly on the inside and in a one-piece takeaway
- Don't take the club straight back and not too far on the inside
- As your hands get to chest high hinge your wrists
- Don't hinge them too early or too late
- At the top of your backswing keep looking at the ball
- Keep your left arm straight
- Your weight should be on the inside of your right foot
- Your shoulder have turned 90 degrees
- Your hips have turned 45 degrees
- Your knees have moved 20-25 degrees

As you start the transition into your downswing:

- Allow the hands to drop while your hips begin to turn back to the left
- As your weight is moving to your left foot
- Keep the hips turning and your left arm stays close to your chest
- Retain the hinge in your wrists as your hands approach the ball
- Release the clubhead through the ball, not too early and not too late remember!
- Keep the clubhead accelerating into the finish
- Your whole body will turn through to face the target
- Your weight will be on the outside of your left foot
- Make sure you maintain your balance as your hands finish above your left shoulder
- Got it, that's it!
- Perfect, now do it again and again and again!

(Written for right handers) **and that's the short version!**

Just remember all that and execute it perfectly in under 2 seconds for each and every golf shot you play for the four and bit hours you spend on the golf course. Good luck with that then!

The Next Step – The Golf Professional

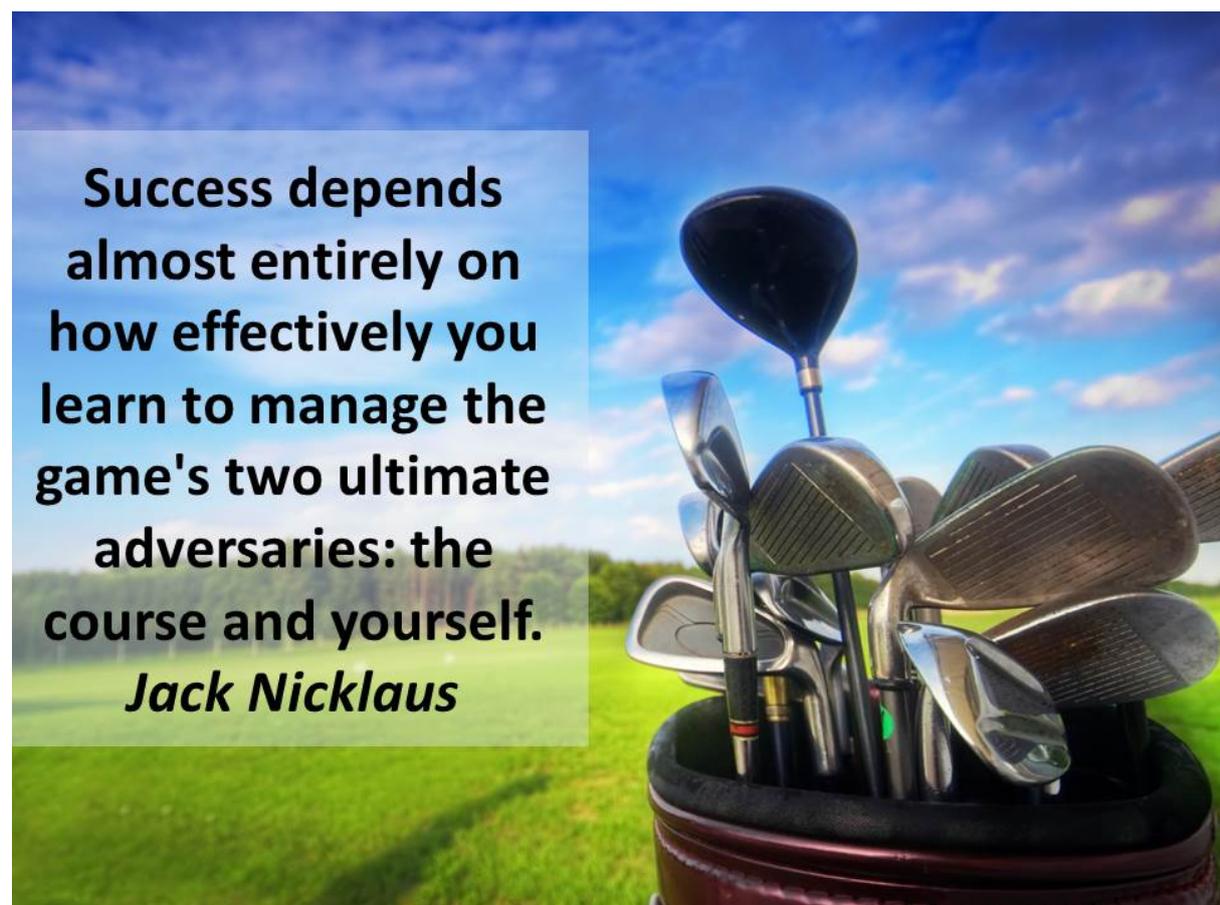
Sometimes the novice golfer will seek out a golf professional, someone who's a specialist and knows about the game. Unfortunately, there is still no guarantee that the novice will get exactly what they want to help their game.

A qualification in understanding golf swing mechanics does not guarantee that the professional will be proficient at explaining what you or any golfer needs to do. Generally what happens is purely a transfer of knowledge, which leads to a place where you have all the information about 'knowing' what to do; you just don't know how to 'do it'.

Sometimes it can be just like being at school when you want to understand the subject you are being taught and the teacher, who might be a great teacher by the way, just can't help you get it.

In many cases a golfer will walk away from a golf lesson more confused than when they started. It is not uncommon for a golfer to have visited several golf professionals and to have received conflicting or contradictory advice from each professional. Confusion is followed by a lack of trust in the golfing profession. But with the help of this book "**Not anymore**"

So what about psychology?



**Success depends
almost entirely on
how effectively you
learn to manage the
game's two ultimate
adversaries: the
course and yourself.
*Jack Nicklaus***

Many golfers have taken to reading books about psychology in an effort to improve their performance on the golf course. The top players in the world now have a team of people to help them perform to their best, so surely the average golfers should do the same?

Well it might work; the challenge though is to link what happens in the physical world (your swing) with what happens in the space between your ears (the mental world).

If as a golfer you have suffered from 1st tee nerves and to 'cure' them you read the books and/or listen to the CD's on the mental part of the game then off you go to the 1st tee.

Now standing on the 1st tee you are no longer nervous. The only issue now is whether you have also worked on your golf swing to understand why you have spent so much time in the trees on the right. If you do not understand why the ball more often than not finishes in the trees on the right, curing your first tee nerves will not make much difference. Will it?

Likewise, if you improve your golf swing and do not deal with your 1st tee nerves, you will probably end up with the same or similar result. Nothing will change until you decide to change it and work on the whole process: mental, physical and technical.

Of course if you don't believe that, just continue with what you're doing.

With understanding and simplicity

The process we are about to reveal will help you to truly understand what you need to do to hit the ball better, more consistently and have fun on the golf course – it is a game remember, and games are supposed to be enjoyable.

By engaging your whole brain in the process and following some simple principles based on what you experience from every shot you'll have fun and improve.

Until now your feedback has probably been:

- 'Good shot'
- 'Bad shot'
- What did I do right?
- What did I do wrong?

Rather vague, wouldn't you agree?

Or the really useful feedback:

- I'm out of bounds again!
- I always get it in that bunker
- *Add your own feedback here if you like....*

None of which is useful or helping to build your confidence is it?

The process we will show you will be using the senses we are all born with. It's simple and based on what you:

- FEEL
- HEAR
- SEE

But the difference is you have never been asked to look at your game in this way.

Put simply - it works.

What you are going to experience is tried and tested. Golfers of all ages and abilities have experienced it and here are just a few things they have said:

“Why has no-one ever told me this before?”

“This is so simple to understand and I can take this away, practice and stay on track”

“It is amazing what you can learn in one hour after playing golf for 40+ years”

“Being coached in the Mind Fit process has been the best decision I have ever made. My golf has improved significantly over the last two years”

“The approach is refreshing, easy to understand and has given me the knowledge to improve my game – rather than simply becoming reliant on a coach to do it for me”

“I shot 79 while playing off a 20 handicap, the best round that I have ever done, this process really works”

“I moved from ‘unable to achieve’ to ‘easily able to achieve’ and left feeling I had worked it out for myself”

“Mind Fit coaching sessions are inspirational and always delivered in a friendly and humorous manner. Any golfer wishing to improve will be relaxed and your mind becomes open to changes that will result in significant improvements”

“The Mind Fit approach has been a revelation. I have been surprised and humbled by the potential that the process has allowed me to unlock and I would recommend it to anyone”

Your Acceptance Time

This isn't about anyone else, as it's about you and what you accept.

Surely it is time to accept that our brain is highly complex and it helps us do amazing things; swinging a golf club is one of them. We have made amazing discoveries and with technology evolving faster than at any time in our history, golf coaches have embraced this technology and they can now measure every movement and what happens at impact in more and more detail, the question still remains – is it helping?

Machinery with less power than your brain can tell you what happened and then a coach is telling you what to do. Is that the right or the best way to improve?

Our process is however **all about you**, about **what you need** to do and not what we think **you should do**.

Science knows what our brains can do; scientists just don't know how it does it.

Neuroscientists in the USA have now discovered that even though the physical movements of a golfer may look similar for each shot, our brains are not processing the information exactly the same way each time.

“Golf is what the ball does, I look at what the ball is doing and I ask “why?” John Jacobs

There are many methods, ideas and tips out there and it is difficult to make sense of what you need to do.

You can read articles, sometimes in the same magazines that contradict each other. You will listen or have listened to coaches explain ideas that may make sense to them, and out of politeness you may be nodding in agreement on the outside (conscious mind) and yet on the inside you are wondering “what is he/she talking about, I can't do that” (unconscious mind).

The golf professional is in a position of prestige, a privileged position, one where he/she must appreciate your skills as a golfer as you stand there in front of him/her. Golf is a process of discovery, to find out what is possible for you based on your experiences and skills that you have right now to help you develop your golf swing.

Research and facts

This book is the product of many years of research. Research that has been done in real time with many golfers who were able to engage in a process that has enabled them to hit the golf ball better than they were able to before. You can make this process yours.

Remember the two deals we put on the table as the beginning of this book? The result for everyone has been the ability to hit the golf ball better, greater understanding of what happened and with the added bonus of ending up with a good looking swing.

We believe this is the last golf improvement book you'll ever need. Not that you won't want to know more after reading it, but you will need to practice, practice, practice.

Read on, the best is yet to come!

This is your book – why not treat it as a handbook. So write down all the myths you can think of as they make good jokes on the 19th hole!

Chapter 2

INTELLIGENT GOLF CLUBS

Do you believe you have intelligent golf clubs?

Well do you?

Believing they are is the starting point.

Golf clubs need an operator and that's you. They are your tools and the first part of your team. Without you they are useless even though you might like the look of them and without them you could not play the game – they are essential.

They do not hit poor shots, you do!

You will have heard many a golfer saying they do not like this or that club and this one is my favourite. The reality is all your clubs have all been designed to do a particular job and you are a key part of the process, you are the leader of your team and how you connect with your team is a key part of your success or not. It is all your choice.

'Can do' golf clubs

What if all your clubs were 'can do' clubs, you trusted them to deliver the result you wanted time after time. How would you approach your shots if every club in your bag was a 'can do' club? Differently I bet! The only other options are that you have either 'can't do' or 'won't do' clubs.

Here's the good news, **they are ALL 'can do' golf clubs** and here's the simple reason why.

Your 7 iron knows that it has been specifically designed to send the ball further than your 8 iron and not as far as your 6 iron (with a full swing obviously) and the same goes for all the clubs in your golf bag.

They have been engineered and perfected over the years based on a combination of the length of the shaft with the loft on the clubface. With a full swing each club will send the ball a certain distance at a certain trajectory, once a repeatable movement is achieved.

Do you believe that? Because if you don't you are not living in the real world. These are irrefutable facts and if you don't believe them how are you ever going to trust them?

First things first, believe and trust your clubs, you bought them, and they have been designed to do a job, so let them.

The fun now begins in discovering what each club will do to allow you, the golfer, to play a greater variety of golf shots in the many varied situations you will undoubtedly find yourself on the golf course. Plus, as your skills develop you can create more and more different golf shots that work for you.

Practice Drill #1: when playing or practicing be aware of the thoughts you have as you decide which club you are going to choose for the next shot.

Your golf clubs are part of your team and you are the leader. They have been designed to do a job, to help you navigate your way around the golf course. Be confident with all of them, they do not let you down, you do!

Do you now believe you have intelligent golf clubs?

If 'yes' read on, if 'no' keep re-reading this chapter until you do! Why not ask your mates what they think?

If after re-reading and it is still a 'no' then just send us an email to golf@mindfitltd.com and explain to us why you don't believe it and we will be happy to help you to get over it.

This is your handbook so list here all the clubs in your bag that aren't intelligent:

Now let's talk about those golf balls!

Chapter 3

HONEST GOLF BALLS

Do you believe you have honest golf balls?**Well do you?**

It is a fact, golf balls are indeed honest and here's why:

- They only do what you tell them to do
- They only obey the laws of physics

All the information the golf ball gets is at the moment of impact – when your club actually hits the ball. Prior to that the ball doesn't move – it is waiting for your instructions.

You make your swing, the clubface strikes the ball and the ball does whatever you tell it to do. Whether you like what it is doing or not, you did it, you were holding the club, you swung the club and the club hit the ball. After you hit the ball, it is on its way and no more instruction is given!

A physics lesson

As mentioned above your golf ball will only and ever obey the laws of physics, that's it, no more and no less. If you apply a force in a certain place then the ball will respond accordingly. Doing exactly what you told it to do.

You choose what the golf ball does. Did you get that? **You choose what the golf ball does!**

Every golf shot is your choice – and there will be more detail on that later.

Your task as a golfer is simply to understand what happened to the ball at impact.

Now before you begin to panic about the possible implications of having to study and understand complex ball flight laws and more, there is a way to keep the whole process simple, and it's generally the best way.

Here's the deal.

Imagine a snooker table. Take any ball and place it on the brown spot in the centre of the 'D' at the top of the table. Your task is simple, all you have to do is strike the ball down the middle of the table making sure it rolls over the blue, pink and black spots.

Where do you hit the ball to send it in a straight line down the centre of the table?

The answer is not complicated, it's simple. You would apply a force in the middle at the back of the ball. Simple, have you got it?

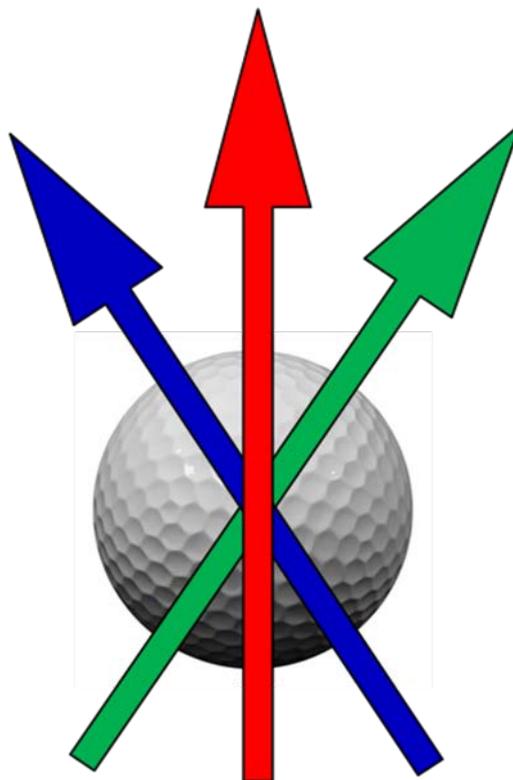
Now if you replace the ball on the brown spot and were asked to strike the ball into the right hand corner pocket, where would you hit it now? The answer is simple; just strike the ball on the left hand side to send it to the right. If you then had to send the ball in the direction of the left hand corner pocket you would obviously strike the ball on the right hand side of the ball.

Is that simple enough so far?

If you don't understand snooker then place any ball on a flat surface and do the same. It works every time.

- Hit it on the right and it goes left
- Hit it on the left it goes right
- Somewhere in between it goes straight

This deals with the horizontal axis and later we will add the vertical axis, but let's stay with the horizontal for now.



What happens to your shots?

Now let's think about the golf shots you play. Do you pay attention to what actually happened? Do you really watch in what direction the ball starts and finishes relative to your intended target? Or do you, like the vast majority of golfers, react emotionally as soon as you strike the ball? Maybe even turning away in dismay and then asking your playing partners "Did you see where my ball finished?"

Or after a good result do you stand there with a big smile and just admire your shot as it flies as intended towards your target. Taking in the complimentary remarks of your playing partners and wondering what you did to cause that to happen and **hoping** you can do it again.

Well whatever you did it is all in the past!

More science – this time its maths

Before we leave your honest golf balls here's a simple question.

What's the size of a dimple on the golf ball?

Don't know? Why is it important?

The answer is important and simple because at impact, if you are 1mm off centre at the moment you hit the ball, assuming the club face is square to that point then at 150 metres your golf ball will be 6 metres off target. We've done the sums for you and that's a fact.

Now a golf ball dimple is about 3.85mm in diameter – let's call it 4mm! It's easier that way.

So if you swing and you are only a dimple (4mm) away from your intended contact point with your golf ball - that's 24 metres either side of your target.

Those are the facts.

Now we know that you are talented and we are great at what we do, but what are the chances of us giving you something to think about, or a physical movement to make that will help you to adjust your swing by 4mm on the back swing or the down swing?

Oh! And by the way you would have to feel it during the 1.5 to 2 seconds it takes to swing a golf club and while the club reaches a maximum speed in excess of 65mph. Good luck!

Practice Drill #2: after hitting your shot start to pay attention to three elements of every shot.

Firstly, where did the ball start relative to your intended target line? Secondly, was there any shape/curve on the shot? And finally, what was the contact with the ball like? These three elements will be discussed later. For now, just start paying attention to what happens.

It's your handbook so make a list here of all the balls in your bag that aren't honest:

We have now discussed your intelligent clubs and your honest golf balls, what's left?

That's right, it's you!

Chapter 4

YOU

Your team is almost complete.

You now understand that your team is made up of your intelligent golf clubs, honest golf balls and the final part of any team is the leader, you.

Your golf clubs and golf balls cannot do anything on their own, they need you.

Your attitude and behaviour will determine how you perform and that starts with how you interact with your team (clubs and balls). On that same note, how you perform in anything you do is determined by your attitude and how you behave wherever you are and in whatever you are doing. How you approach each shot will determine your level of success, before you have even taken your golf club out of your golf bag.

Golfers have for many years explored many ways to improve, some are listed below, what have you tried?

- Bought new equipment when the old equipment stopped working
- Had some golf lessons with one or several golf professionals
- Listened to your fellow golfers' advice
- Watched DVDs or online tips
- Read some books and magazines
- Googled the perfect swing, grip or stance
- Practiced for hours and hours or maybe not even practiced
- Anything else?

Be honest with yourself. Did any of the above work for any length of time? Let's face it if you've bought this book you're still looking for something to help.

You may have found that there was an initial improvement that lulled you into false sense of security, but before long you had drifted right back into your old habits, sound familiar?

Is it Time for a Change that Works?

It's a story that golfers have been telling for far too long now and it is time for something different. Something that when applied changes your level of understanding and awareness, something that allows you to be more flexible, adaptable, resilient and patient in your approach. That allows you to remain calm, relaxed and focused knowing you have control over your golf. In short you believe you 'can do' it.

You will have noticed that wherever you are you are **always** there and **always** listening. Your self-talk will determine how well you perform. It will determine your attitude and behaviour. When you are out playing golf, listening to your playing partners will also have an impact on your game, whether you like it or not.

Control

The challenge on the course is to acknowledge the things you can control and make decisions based on these and these alone. As a golfer, the plain and simple fact is that you have focused on too much before, during and after you play. The new plan is all about simplifying the process, enabling you to play a more relaxed and enjoyable game, that's right enjoyable.

By now you will have been practicing the drills at the end of each chapter, won't you? We hope you have because this new way of learning and doing that we are showing you happens layer by layer, in small, simple stages.

There are no short cuts!

We have made all the short cuts for you. Your self-talk should now be better as you make your decision about what (intelligent) club to use for the shot facing you. After your shot you should be observing what is happening to the (honest) ball, noticing in what direction the ball starts, if the ball is curving in the air and what the contact is like as you strike the ball. Remember this process is about noticing and being focused on what you do naturally:

- Feel
- Hear
- See

Engaging your senses enhances your learning experience and increases the chances of you being able to repeat the process time after time. Linking what happens when you play or practice is an essential part of why this process works so well.

For many years the challenge has been that you practice on the driving range or practice area and then go and play on the golf course - two very different environments. This process brings the two together with the common element – you.

In other sports you practice and play in the same environment; tennis, table tennis, snooker, pool, squash and the list goes on. The environment where you practice your golf is different and this creates a massive challenge in itself.

Raising your chances

We have created a process that will increase your chances of success, by forming new habits based on your current skills and experiences. How are we doing this? By raising your awareness of simple facts, that actually happened, and maintaining a great attitude whilst being patient when you play or practice.

Learning something from every shot is the key

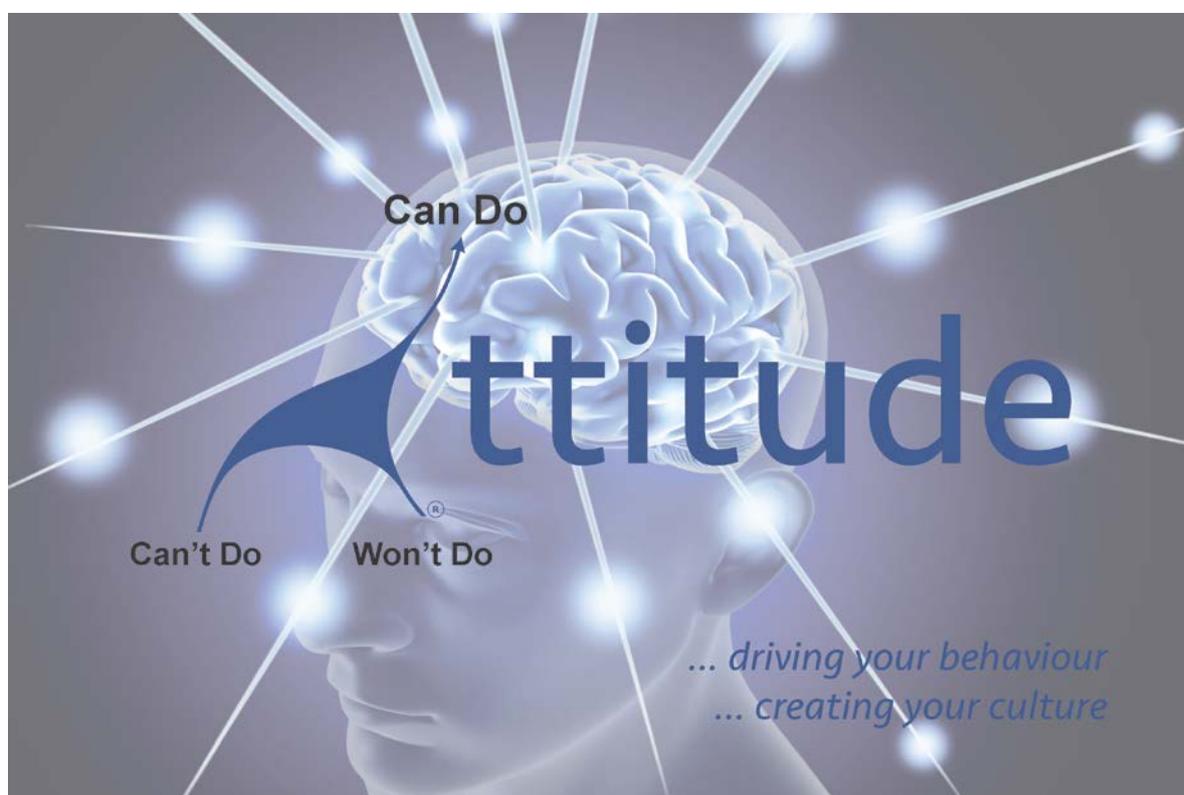
Improving your golf **one shot at a time** is finally possible and with the bonus being that you do not need any expensive gadgets to help you. We do use some tools or training aids to help raise your awareness, but only because they add something of real value to the process.

The whole purpose of this process is to help you understand what works for you, no one else, just you. It might be similar to someone else's, your swing might even look similar to someone else's, but the difference is this is your process – you own it.

The key as we have explained is that you are asking the same questions after each shot. Whether in practice or play, the process is consistent.

This works just the same as working out in the gym builds a muscle. The more you repeat the exercise the stronger the muscle becomes. By repeating this process your golfing muscles (the physical and mental) become stronger and more reliable. Your brain can process the information more quickly and calmly. Your swing will repeat because it is now a calibrated movement. Calibrated by a simple process, that engages all of your senses, with your brain making sense of the complexity.

Your swing and your brain are working together, and the new process you'll be employing will simply build the link when it matters.



In Chapter 1 we talked about 'knowing' what to do, just not knowing how to 'do it'. This book is about closing the gap between 'knowing' and 'doing'. This is a powerful position to operate from in anything you do and especially on the golf course.

Practice drill #3: is an extension of the previous drill. You now need to answer the following after each and every shot:

- ***In what direction did the ball start relative to your target?***
- ***Did the ball fly straight, curve from left to right or from right to left?***
- ***What did the contact feel and sound like?***

All will be revealed as you become more specific with the feedback in the next chapter. Remember this process works because it is engaging your whole system in a natural learning process, step by step one layer at a time.

Quick Review So Far

So far we have discussed some of the myths and ideas that surround the game of golf and the traditional methods used to develop the skill of hitting the golf ball. You are part of a team that includes:

- **Your golf clubs – they are intelligent and have been designed to do a job**
- **Your golf balls – they are honest and obey the laws of physics**
- **YOU – your task is to gather information that will prove useful in the development of your golf game**

This is your handbook so here you can write down your thoughts and your answers so you can see how you are progressing:

Chapter 5

FEEDBACK IS ESSENTIAL – FOCUS ON THE FACTS

Do you focus on the facts?**The three questions every golfer should ask after every shot!*****Feedback (n):***

- ***information about reactions to a product, a person's performance of a task, etc. which is used as a basis for improvement.***
- ***the modification or control of a process or system by its results or effects, for example in a biochemical pathway or behavioural response.***

In the definitions of feedback above, did you notice that it does not say anything about being judgmental or criticising?

At the end of the last chapter we talked about your role of gathering information that will be useful and help you to understand and develop your skills. We were of course referring to the process of Feedback.

Common Feedback in Golf

The majority of golfers we meet are stuck in a process of criticising or judging what they are doing based on the myths we talked about in the very first chapter.

Once it is explained in this way it is very easy to see why many golfers struggle in developing their game.

The quality of your feedback is essential. We can't tell you how important that is for you to grasp.

In our experience in most cases the golfer's feedback is incredibly poor. One of two scenarios happens:

1. If a golfer has a poor shot it usually consists of an emotional negative induced outburst of frustration, anger, cursing or swearing and in extreme cases club throwing or breaking. And if your mates are there it's met with lots of advice "you lifted your head early...." or other useless and typically wrong advice.
2. If a golfer hits a good shot, then you might feel good and hear your mates say "good shot" but so what?

Either way what have you learned?

Certainly nothing in the above is going to help your brain recalibrate and learn anything useful from that shot.

There may be glimpses of brilliance that might lead to a good score, success in a tournament and a reduction in handicap.

But as you know consistency is the key. Having a solid platform on which to build your game, based on facts.

Want more proof?

It's not just in sport where good quality and relevant feedback is a must. Ken Blanchard who's known for his management book "The One Minute Manager" famously said

"Feedback is the breakfast of champions"

Operating without feedback is like driving a car with no speedometer, learning to cook without ever tasting your food, or playing basketball without a scoreboard.

Your new Feedback regime

At this stage in the book you should now be more aware of several things. Your thinking before every shot should be clearer and focused only on exactly what you want to happen. After all when you are on a journey somewhere you would not be too happy arriving close to your destination, you want to arrive exactly at your destination.

You should also be noticing what is happening to your golf shot in more detail. And as we have explained you need to pay attention to:

- **Where the ball starts relative to your target?**
- **If there is any shape or curve to the path of the ball?**
- **What did the contact feel and sound like?**

You need to be aware of the above facts as they will make up the answers to the three questions that are going to help you calibrate your swing. These three questions are asked in a matter-of-fact manner, without judgement or criticism. That's right, no judgement or criticism.

It is time to just pay attention to what actually happens when you hit the ball and not what you create in your own head after every shot. You have been making up stories based on myths and methods for too long.

Using your hands to feel the contact, your ears to hear it and your eyes to observe it will help you to understand what the swing you made created. You now have to input that information to allow your brain to link the movement you made to the shot it created. Sound simple? Well it is!

Three Questions To Better Golf

These three questions will help you to calibrate each movement you make so that you understand what you are creating. Until now, you have been sold on the idea that you need a better swing, well now it's about learning to hit the ball better, to be more creative, to have more choice and continue the learning process whether you are on the golf course or practicing.

The three questions are simple, easy to remember and each one has three possible answers. During the development of this process I realised that the questions had to be simple and so to the answers. You had to be able to do this quickly and simply. Remember your brain will deal with the complexity for you; your task is to input the relevant information.

Are you ready for the three questions?

Question #1 when you hit the ball what part of the ball did you hit?

Question #2 when you hit the ball what angle was the clubface?

Question #3 when you hit the ball what did the contact feel and sound like?

I told you the questions were simple and you have already been paying attention to the answers with the practice drills you have been working with, now you want to add in more detail and only based on your observations.

Let's look at some of the detail you will be going through when you answer those questions.

Really Important Point:

The language we use is carefully picked as the brain knows the difference between high and low, left and right.

Question #1 When you hit the ball what part of the golf ball did you hit?

This focuses your attention on what direction the ball actually started on relative to your target – **the horizontal axis**. Your shot can only start in one of three directions.

Your ball can start either:

- Left of your intended target line
- Right of your intended target line
- On your intended target line

And that's it. If your ball started left of your intended target line, you must have applied a force on the right hand side of the ball. If your ball started to the right of your target line, you applied a force on the left hand side of the ball. And if it started on your target line you applied a force somewhere in-between.

Question #2, when you hit the ball what angle was the clubface at impact?

You can make this very complicated if you want. We suggest you don't because interestingly enough the clubface can only be in one of three positions.

The clubface can either be:

- Pointing to the right
- Pointing to the left
- Pointing at the target

Don't use open and closed – it will only confuse your brain. The clues you are looking for to help you decide what angle the clubface was pointing are a combination of questions #1 and #2. If the ball starts either left or right of target and whether when you hit the ball there is any curve to the shape of the shot, a curve to the left or the right.

For reference here is an example. You swing the club and hit the ball. The ball starts right of target, it flies straight along that line and the ball is struck well. Now let's ask the first two questions:

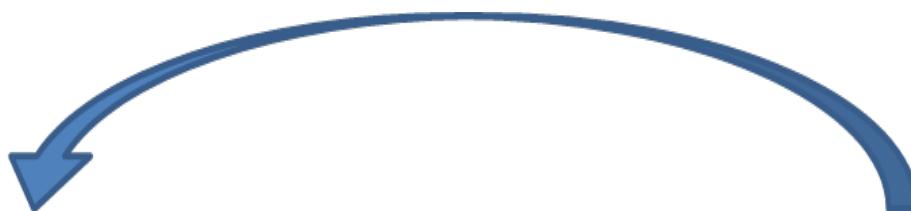
Question #1 what part of the ball did you hit?

Well it went right, so it must have been the left side.

Question #2 what angle was the clubface at impact?

The ball stayed right and flew in a straight line, so the clubface was facing to the right and square to the path of the club, facing the direction the ball travelled because the ball flew in a straight line.

This whole process will develop your observation skills. Paying attention to what happens to every shot in practice and in play. The more evidence you can gather and feedback the quicker you will learn and raise your awareness.



AWARENESS – FOCUS – CONTROL – FEEDBACK

Question #3 when you hit the ball what did the contact feel and sound like?

This last question deals with the vertical axis and where the clubhead is relative to the bottom of the ball. We are hoping by now you know what a well struck shot feels and sounds like. And being a golfer you may have hit a shot that did not fly too high or even just bounced along the ground, as well as hitting a shot where the club struck the ground first.

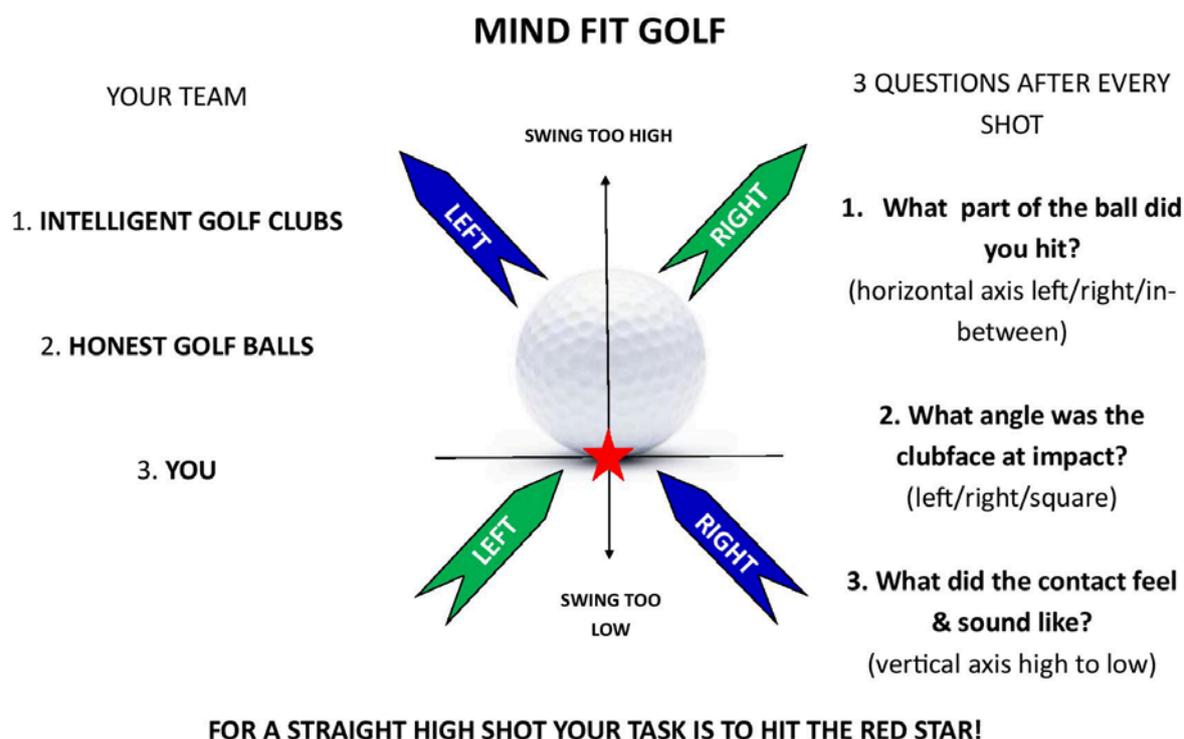
Have you sampled those shots? We all have!

Working vertically you again have three possible options. The contact was either:

- Too high and the ball stayed low
- Too low and the club hit the ground first
- The shot was struck well

Simplicity

It all boils down to three questions each with three possible answers. With the practice you have been doing already, you should now be able to ask and answer those questions quickly and clearly. What happens next is your brain takes the answers to the three questions and links them to the movements you made.



If you look at the logic of what you have been applying when playing the game until now you will begin to see the relevance of these questions. You have been swinging the club and hitting the ball with the idea that the ball will fly high and straight towards your intended target. Sometimes it does and sometimes, well you know.

When it doesn't what do you do? What do you say?

I have heard that some golfers curse and swear; they might bury the club in the ground or blame something else. The shot receives a negative label and no learning occurs.

You then move to the next shot and make the same or similar swing hoping for a different result. Every now and then you produce a good shot, the ball does what you wanted, you smile and your playing partners congratulate you with a "Good shot" or similar and no learning happens.

The process is simple, it has been very well tested and it works. As you have been reading this book you are already forming new habits that will build a more powerful golf game and one you can trust.

As you finish this chapter it is time for practicing another practice drill. You can do this on the driving range or the golf course. And that's the purpose remember, so you carry the practice into your game.

You have now been paying attention to what the ball has been doing after you hit it, can you begin to predict what will happen?

Practice Drill #4 You now have to hit every shot in play and in practice and answer the three questions after every shot.

If it is a challenge, and it might be because this is something new to you, start by focusing on one question at a time and as you get used to asking and answering the first question add the second and then finally the third.

Chapter 6

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 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 3 states our beliefs, attitudes and behaviours will take us and we have simplified the states to:

- **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 flow between the three states and depending on what we are doing and how we are doing we could be in any of the three.

Take a simple example:

You are looking at a green surrounded by bunkers. If you are thinking positively and focused, the fact that the last time you played this hole you hit your ball into the right hand bunker last time 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 practiced 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 3 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 today is one of the leading lights in the world of positive psychology, calls this groups behaviour as stemming from ‘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 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 ‘can do’ state in this book.

The other negative state is ‘Learned Defensiveness®’ or ‘won’t do’, defensive people tend to over control and block anything even though they may know it is the right thing to do. Using your 6 iron when you know the 5 iron is the right club no matter what you have told yourself the reason is. And if you have convinced yourself you don’t need to practice to improve when you know every professional golfer spends more time practicing 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™’. 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 and instead are involved in activities that are unproductive and lead nowhere, many become engrained in the culture and are stubbornly resistant to change.

Behavioural Waste™

Behavioural waste is
the result of games
people play



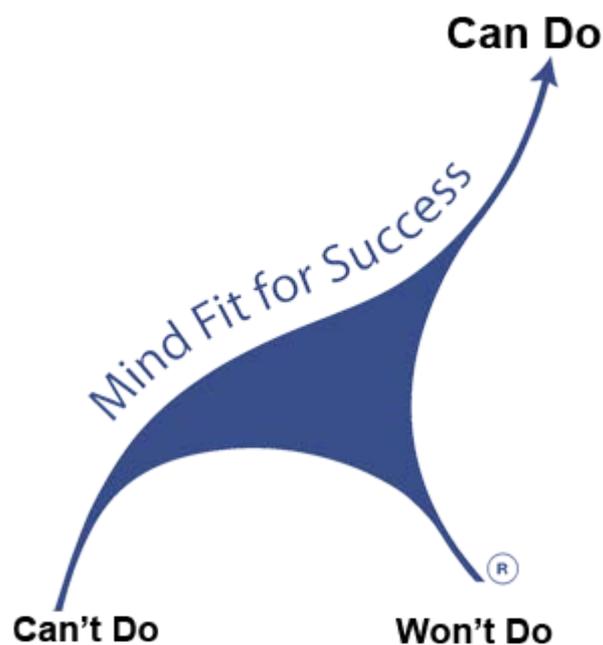
All forms of behaviour
that divert energy,
talent and resources
away from the personal
or organisational purpose

Can Do People

The one positive group are the 'can do' people, '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'll use all the time and 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' – having positive attitude.



Now only you can choose

Just like there are 3 states on the Mind Fit Map®, there are also 3 choices:

- **The direction in which you are travelling**
- **To change and influence your performance**
- **To 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 and then help you to start the process and change a negative and replace it with a positive.

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, where we would have to work together on your specific issues individually and jointly 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 on 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 practice 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 and keep you engaged in the process and in that ‘can do’ powerful mindset.

The Good News

It’s all here! This book contains all you need to know and then practice 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.

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 believer in the theory that people only do their best at things they truly enjoy. It is difficult to excel at something you don’t enjoy” Jack Nicklaus

Practice Drill #5 when playing on the golf course monitor your mindset by giving yourself a ‘tick’ or a ‘cross’ after every shot.

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

This is your handbook so why not monitor yourself here? List your scores, ticks and crosses per round or practice and work on improving the crosses into ticks. Is there a pattern you notice?

Chapter 7

MIND FIT GOLF – YOUR NEW ROUTINE

Routine (n): a sequence of actions regularly followed. A procedure, practice, pattern, drill, regime, regimen or groove.

Routine (a): performed as part of a regular procedure rather than for a special reason

What is your usual routine? Is it consistent? Do you perform the same routine for every shot?

Do you have a routine when you get into your car to drive? What about a morning routine, the order you do things in preparing yourself for the day?

Like everyone else the answer is most probably 'yes'.

There is no guarantee that your morning routine leads to a successful day, no guarantee that you will drive your car exactly the same way every day, with every gear change being perfect, you signal all the time and you consistently and consciously use your mirrors. A lot of these tasks are automatic, you just do them without thinking and yet there is part of you that knows you are doing them just as you always do.

What about a NEW routine for your golf?

Your new routine is something you will do all the time and it will need some practice. It is not just for special occasions, it will become part of your game – every practice session – every game – every shot you take.



We call this routine the '**Feedback Loop**' and it is a common feature that runs through all Mind Fit programmes.

The '**Feedback Loop**' consists of four parts:

- **Awareness** – you will be highly aware of what has happened
- **Focus** – you will be more focused on what was important
- **Control** – you will be more relaxed and in control
- **Feedback** – you will be able to give yourself immediate feedback to increase your awareness

How you do that is simple! Your new task, routine, drill or whatever you want to call it is now to watch every shot and measure it against what you wanted to happen. You will only need to focus on:

- The direction you wanted the ball to go
- The shape of the shot
- The height of the shot

After you have hit the ball you need to notice what actually happened based on what you wanted to happen, just like playing 'Spot the Difference'.

It sounds simple and it is!

Whatever you do please do not make it more complicated, there is no need to.

Let's start at the beginning of the process, what to do when you arrive at your golf ball and are preparing to hit your shot.

Unless you are teeing off, we recommend you do not consider what you are going to do until you arrive at your golf ball. The reason is simple as until you see exactly where you are and the lie of the ball you're speculating and there's no need to do that. If you do, you are building in a complication, a change, maybe even doubt in your mind.

If it is your tee shot, you might plan what you are going to do during your pre round practice session, visualising the first tee and the shape of the hole, running through the routine we are about to explain.

After you have hit your first shot you put your club away and move on, not considering what you will do with your second shot until you arrive at your golf ball. That's right when you arrive at your ball, not as you approach it, not 50 yards away from the ball as it looks like it was where you finished the last time you played the hole.

Today is a new day. Each shot needs to be considered on its own merits now, and not what you hit last time. If the conditions are similar to the last time you played, you may decide to play the same club, but due consideration is needed.

Your new routine has three phases:

1. **Pre-shot phase – decision and commitment time**
2. **Action phase – moving into the hitting area**
3. **Post-shot phase – 3 questions to complete the feedback loop**

1 Pre-shot phase

This pre-shot phase takes longer to write about than it actually takes to do it. At this point you are planning what type of shot you are going to play by considering the following points:

- The distance you have to the target
- The lie of the ball
- The wind direction
- The temperature
- The ground conditions
- The type of shot you intend to play
- The club to play that shot
- Commitment to the decision based on the above points

Commitment is essential. Without commitment you have not made a decision and a true decision means cutting yourself off from any other option, so please commit to the decision you have made and discover after you have gone through the action phase how close you were to making the right decision.

2 Action phase

If at this point you would normally take a practice swing or two we suggest that you do this before you address the ball. The reason for this is that once you are addressing the golf ball you do not want to be doing any more thinking. And we have discovered that the longer you spend over the ball in your address position, the more likely you are to start thinking.

Many people consider golf to be challenging because you are not reacting to the movement of the ball and you create the movement. By moving smoothly into the action phase and hitting the ball with a flow to the process gives you the opportunity to react to the target and commit to the shot.

Another important element is the level of tension. Tension is energy and your task is to transfer energy using your body and a stick into a ball, not to hang on to it. You do need some tension, just not too much.

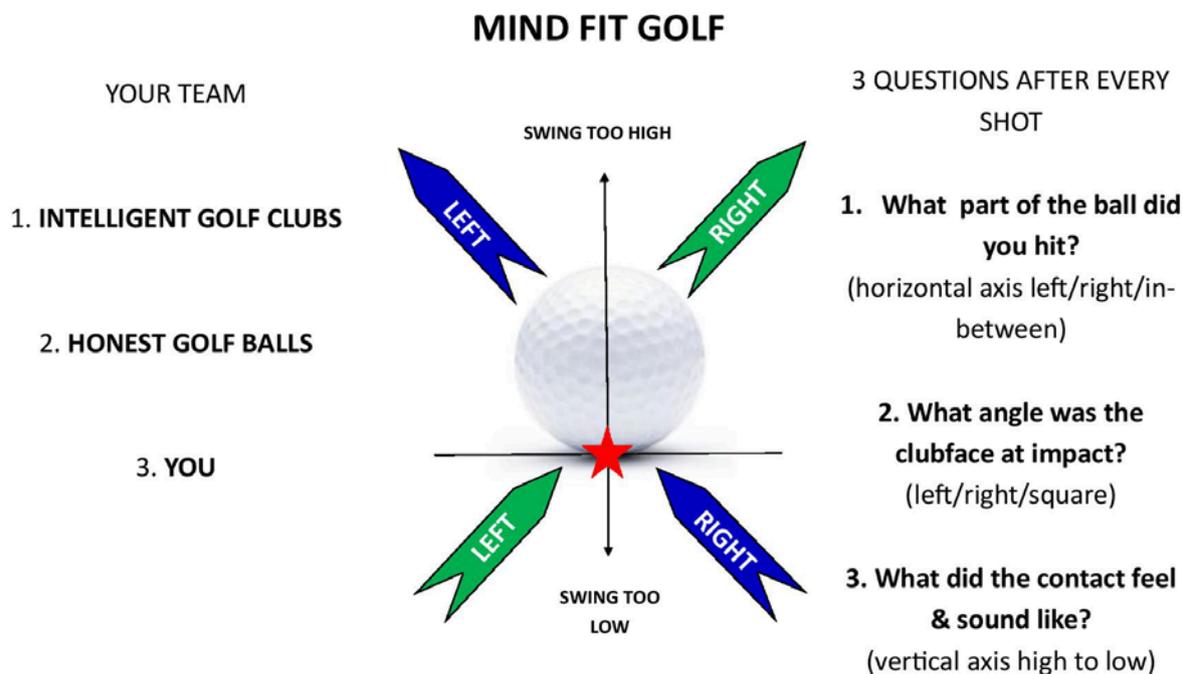
3 Post-shot phase

You have decided what you are going to do in the **pre-shot phase**, and committed to that process in the **action phase**. Now it is time to complete the process with the **post-shot phase**. At this point it's time to focus on the three questions we introduced you to in the feedback chapter and reinforced in this chapter. If you have to ask why we reinforce it, then re-read the Feedback chapter. It's at the core to your success.

You have now completed your swing as you stand (smiling) in your finish position you are now paying attention to:

- What part of the ball you hit?
- What angle was the clubface at impact?
- What was the contact like?

By now you know that to each question there are only 3 possible answers:



FOR A STRAIGHT HIGH SHOT YOUR TASK IS TO HIT THE RED STAR!

1. What part of the ball did you hit?
 - a. Hit the ball on the left side it goes right
 - b. Hit the ball on the right side it goes left
 - c. Hit the ball somewhere in-between
2. What angle was the clubface at impact?
 - a. Pointing right
 - b. Pointing left
 - c. Square or in-between
3. What did the contact feel and sound like?
 - a. Too high (towards the top – the ball stays low)
 - b. Too low (hit the ground)
 - c. In-between or good (the ball has a good flight)

Have you got that? I wonder how many of you thought it would be more complicated?

But keep to that language and that script – it works and allows our lazy brain to get it and understand it.

Why that language?

When you say to a new golfer “that was a slice”, what do you think the brain is thinking? It is thinking on the experience it has and the first thought will likely be a slice of bread or a slice of cake. Now that is hardly any use in golf is it? So why complicate matters – when the brain already understands left and right?

Mastering the new, simple language and process.

Once you’ve mastered it you can get smarter and more precise. **But only when you’ve mastered it!**

You might have questions about that so:

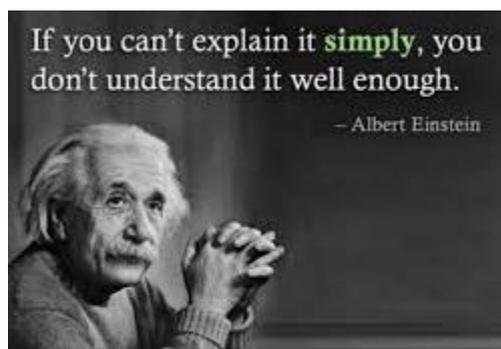
When will that be? You will know when that is because it will become automatic and that’s when it feels natural – you don’t have to consciously think about what you are doing.

How will I really know when that is? What do you mean by automatic or feeling natural? Here are two examples of doing something automatically and naturally:

1. When you tie your shoe lace, or a tie without thinking
2. Create a text on your smartphone, or use an App again without thinking

In other words you just do it without having to think.

But for any of this to work for you – please start simple! Any fool can make it difficult!



After years of research, practice and lots of trial and error we know the simpler you can keep this the better it will be. Your own brain can deal with the complexity.

It already knows how you just moved, how your swing was and your only task is to give it some quality feedback on what happened afterwards, just like any good scientist would do after every experiment.

“Treat every (golf) shot as an experiment, the more (golf shots) experiments you make and understand the more you will discover”

PLEASE KEEP IT SIMPLE, IT WORKS!

After you answer the questions if you achieved what you wanted you can give yourself a pat on the back combined with a smile. If it is not what you wanted the three questions will give you all the information you need to complete your feedback loop and learn from every shot you play. The

information you have input into your brain creates a link between how you moved and what that movement created – the result, combined learning has happened.

Remember not to judge or criticise your shot if it is not what you wanted, your aim is to maintain your mindset in the 'can do' state and the process we have been explaining at every point in this book has been designed specifically to do just that.

You may not like the result and feel disappointed, that's a natural response, but control it by using the 3 questions and really learning what happened. **Good or bad that shot is now history anyway.**

As you complete the **"Feedback Loop"** your awareness is raised which increases your ability to focus and gives you more control as you play more and more shots. Learning happens because of the process and your confidence grows too.

Practice Drill #6 : it is now time to practice the elements needed to complete your routine.

Things to consider are:

- ***When arriving at your golf ball leave your golf bag/trolley in the same place each time***
- ***Be clear on what you need to consider***
- ***Commitment to your shot is key***
- ***Experiment with how many practice swings behind the ball and before approaching your ball to address it***
- ***Complete your swing and finish in balance***
- ***You should now be comfortable with the three questions, more practice will polish the process***
- ***Keep practicing it until it becomes second nature***

This is your handbook so in your own handwriting list your NEW routine - the complete process here. Use pictures if it helps. It will help you remember it:

Chapter 8

100% SUCCESS – IS IT POSSIBLE?

When you practice how much success do you think you have?**Well, what do you think? 10%, 20%, 30%, 40% or 50% +?**

I have asked this question in many of my stage presentations and coaching sessions and the answers have been very varied. In all cases the figure finally agreed on is between 15%-20% and that is on a good day.

It is now very easy to see why success on the golf course is elusive. You can't possibly take that standard 15%-20% onto the golf course and be successful. At best you are looking at 1 in 5 shots will be a good shot, so high scores and poor results follow.

What if you could increase that percentage to 100%? Would you be interested? Yes 100%?

I am sure the answer is a resounding 'YES'.

Your task, now that you are able to ask and answer the three questions after every shot, is to practice in such a way that you are constantly calibrating your golf swing, which will build more trust and confidence in your game.

I have demonstrated this **100% drill** from the main stage at the London and Manchester Golf Shows and also in group and one-2-one coaching and guess what?

- **audiences get it**
- **it makes sense**
- **it is simple**

And more importantly it works.

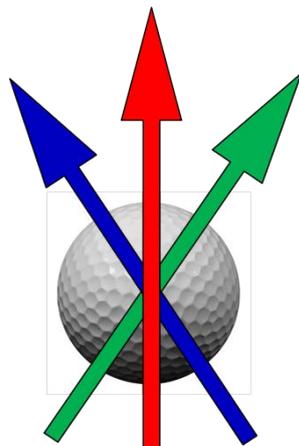
So here's the drill – the 100% drill

When you go to practice and once you have warmed up you are going to hit shots in sets of five, that's right five. You might want to place a club on the ground to give you a reference for your intended target. Remember when you are on the golf course if the ball flies off line to the left or the right it is not normally because you are aiming in that direction.

You are now set-up and aligned with your target. With your first swing your task is to swing your club and send the ball to the **right** of your target. Obviously if you have read this book and understood you have honest balls, you will know you will have to hit the ball on the **left hand side** to send the ball to the right.

With your second shot, you are planning to do the opposite and send the ball to the **left** of your target. Make your swing and this time your task is to hit the ball on the **right hand side** and send it to the left. **It does not matter how far left or right at this stage.**

Repeat the process with shots three and four going respectively to the **right** and to the **left**. And finally with shot number five your task is to send the final shot **somewhere in-between**. At this stage it is not about perfect, it is about calibrating your swing so you understand what movements, the swings, that send the ball to the right, left and in-between.



After each shot repeat the three feedback questions – this is most important as you are in your new regime of learning from every shot. Have you remembered them?

This is your handbook so why not write them down here:

1. ?
2. ?
3. ?

A key thing to remember is that as long as you can demonstrate a swing that sends the ball to the right, then to the left and finally in-between, you are heading in the right direction.

As you repeat this drill you are training your brain and body to work together to create a golf shot. You cannot make the same swing and produce different golf shots. You can make a similar movement, but you have to remember that you are hitting a different part of the ball. You cannot make the same swing and strike the left side of the ball and then hit the right side of the ball with the same swing.

Your golf shots are your choice, you swing the club, an **intelligent club** and **your honest golf ball** obeys the laws of physics. The ball travels in the direction that relates to where your club strikes the ball.

Now that you are building some understanding about the difference between swings that send the ball left and right you will be able to make better choices and play on the golf course with a better strategy.

Practice Drill #7: hit shots in sets of five. Use a club as an alignment guide if you want.

Swing the club and hit a ball on the left hand side and send the ball to the right. With shot number 2 do the opposite, hit the right hand side and send the ball to the left. Repeat the process hitting shots 3 & 4 to the right and left respectively. Finally with shot number 5 send it in-between the other 4 shots.

By doing that over and over again, you'll be getting 100% success and calibrating your swing so you can, when you get good at it, narrow your field - how far left and right you want to hit the ball.

We want you to have fun in your game.

For more information our email is 24/7: golf@mindfitltd.com

And we'd love to hear from you.

Chapter 9

KISS

(Keep It Simple Stupid)

Simple (a): easily understood or done; presenting no difficulty.***"A simple solution"******Synonyms: straightforward, easy, uncomplicated, uninvolved, effortless, painless, manageable, undemanding, unexacting, elementary, child's play, plain sailing, a piece of cake, a cinch, a snip, no sweat, a doddle, a pushover, kids' stuff, a breeze.***

For many years **simple** is not something that has been associated with **golf**. Complicated and difficult are more common labels given by those who are learning to play or already playing the game.

There are thousands of books, DVD's combined with millions of ideas and concepts now available on the internet and still it is considered a challenge and often frustrating. Some say that "there is more literature or digital media on golf than there is on leadership".

A quick look at many of the ideas and concepts available, reveal how conflicting and contradictory many of them are.

There is a science at work in Mind Fit

By now you will know this to be true. However you may want further reading and there's Dr. K. Anders Ericsson, a Swedish psychologist and Conradi Eminent Scholar and Professor of Psychology at Florida State University. He is widely recognized as one of the world's leading theoretical and experimental researchers on expertise.

He wrote on "The Role of Deliberate Practice in the Acquisition of Expert Performance" and he was referring to 10,000 hours (20 hours for 50 weeks a year for ten years = 10,000) of deliberate practice to become an expert in almost anything. By expert he meant at the top of your profession.

Dr. Anders Ericsson's research on expertise has finally received some good attention in Malcolm Gladwell's book, "Outliers" and Geoff Colvin's book, "Talent Is Overrated". These books place a new emphasis on behaviour, designing in deliberate practice to get to extraordinary performance.

The one word missing there was 'focused' deliberate practice. And that's where the new science has been applied.

What you have in the Mind Fit Golf process in this book is just that – focused, deliberate practice. So you are ahead of the vast majority if you are on board with our approach.

Here's the simple difference

This book is different because it's not just a book; it's a handbook, your handbook as it's about **'YOU'** and **'YOUR GOLF'** no one else's. We have developed a simple process, not easy to do at first maybe,

but it is simple. The process works, it has been used by golfers for more than 15 years and they have improved and understood what they needed to do and so can you.

By following the proven ideas in this book and trusting your brain's ability to process information, simply and efficiently, as long as it is in a language you understand. A language that makes sense because it is common sense and in golf that has not been common practice, ***until now!***

As you apply yourself to the process and the practice drills you will raise your awareness of what you need to do. After a while you won't be able to stop yourself asking the 3 important and consistent questions – because you will know its common sense to do it.

There is no magic or secrets, just commitment to the process and maintaining your 'can do' mindset. Patience and discipline is needed, there are no short cuts, and if there was I am sure you would have heard about them by now.

It is not hard work, but it is challenging and by using your imagination and natural curiosity you will be able to explore and discover in a safe place. In a place where it is safe to be human and make mistakes, but you have to remember that the process enables you to make sense of those mistakes, quickly and simply.

Ageless

This process has been used by children as young as four years old. They engage with it very quickly and really explore what is possible with a natural curiosity. It helps them build confidence in their ability to hit the ball because they are controlling what they do. They have a process which helps them understand what just happened, quickly and simply. They do not judge or criticise what they do, they just have fun with a club and a ball.

Your Challenge

One of the biggest challenges you will face is the idea that you have 'got it' because results can be achieved quickly. However no sooner than it seems you 'had it' it would appear that you have 'lost it' again. This really is a case of stopping a routine and you lose the habit.

All you have to do is “ view this process as on-going”. You will progress through many levels or stages of development and we will be able to help you adapt the process to take you further, learning more and building solid foundations for your game.

“Patience is not just the ability to wait; it is the ability to maintain a good attitude while waiting”

How you apply yourself will determine the speed of your progress. At times progress may be quick as your game goes from strength to strength, and sometimes it may feel like you are wading through treacle. Progress maybe slow and if you stick to the process, you will be able to maintain your good attitude, be patient and learn. It is at this time when learning is happening, a breakthrough is about to happen and this will help you stay on track, focused and committed.

And that is the beauty of the process. It gives you a structure to work to and trust. There will be times when you want to complicate the process and try to internalise what a particular shot feels like

in a certain part of your body. It is tempting to give that swing a 'label'. Don't! This is your old world of practice and play. It is impossible to isolate a particular shot down to a certain part of your body.

That just creates the idea that when "I always do this, I always get that", and that is of course until you get something else and we guarantee you will. Just think for a moment about the golfer who swings the club and the ball stays very low and just bounces down the fairway. What happened was you hit the top of the ball. What is the next thing you or a fellow golfer will state?

I am sure you or someone will have said **"You lifted your head up"**

Very quickly a belief is born that you must keep your head still and if you don't you will hit the top of the golf ball. What happens when you hit a good shot? Do you or any of your playing partners tell you what you did wrong or even what you did right? No it is just **assumed you did it all right**.

It is logical to believe you lifted your head up, but was it a fact? And did it matter?

The fact was that you hit the top of the ball, you made a swing that hit the top of the ball and yes it is that simple. If you keep making that swing, please do not be too surprised that you keep hitting the top of the ball - you just will.

To achieve a different result, you need to make a different swing. Remember you do know the difference between high and low. To hit the top of the ball you made a swing that was too high and if you know the difference between high and low (you just said you did and we believe you were telling the truth) is it possible you could make a swing that was lower?

The answer is of course 'Yes'.

Now, you may occasionally hit the ground and guess what, you made a swing that was too low. If you are able to make a swing that is too high and another that is too low, is it just possible you would be able to make a swing that is somewhere in-between?

The answer is undoubtedly 'YES'.

You just have to do the same working vertically (high to low) as you do working horizontally (left to right) and then in time you factor in the angle of the clubface too. By keeping the process simple your brain deals with the complexity of the golf swing. It deals with the many permutations it is possible to make which enable anybody to hit a golf ball.

In his book 'The Golfing Machine' Homer Kelly states that the golf swing can be broken down into:

- **24 basic components**
- **144 component variations**
- **Giving 400 quadrillion possible permutations!**

This is why you need to keep it simple. Your brain will deal with the above complexity as long as it has some simple facts to work with; it is an amazing natural learning process. A process that we used instinctively when we were younger and one you need to trust in now.

Practice Drill #8 : With the drill in the previous chapter you focused on the horizontal axis of left to right. This drill focuses your attention on the vertical axis high to low.

Make your normal full swing and miss the ground (without the ball) and then repeat, only this time make a swing that is lower and the club brushes or hits the ground. Once you are comfortable with that do the same with a golf ball. Make a swing too high and strike the ball towards the top and then make a swing too low and hit the ground.

Repeat and then every fifth shot see if you can make a swing and strike the ball well. If you don't get it right, there's no need to panic! It just means you need to do a little more practice – eventually you will get it.

Chapter 10

WHAT NEXT?

Awareness (n): knowledge or perception of a situation or fact

synonyms: consciousness, recognition, realization, cognizance, perception, understanding, grasp, appreciation; acknowledgement, knowledge; sensitivity to, sensibility to, insight into; familiarity with, acquaintance with.

Our aim in writing this book is to raise your awareness about what you need to do to get the most out of your golf at whatever level you play now and in the future. That's right, now and in the future.

It will act as your reference point, a handbook for your golf.

Simplicity

You are the architect of your game.

We can help, however you have to put in the work just like anything else where you have become successful and mostly achieved by repeating a process.

- **Walking**
- **Running**
- **Jumping**
- **Skipping**
- **Riding a bicycle**
- **Swimming**
- **Tying shoe laces**
- **Writing**
- **Reading**
- **Maths**
- **Cooking**
- **And the list goes on and on and on.....**

Have fun making up your own list of achievements to date.

Why not list them here – it's your handbook remember:

You - your own coach

Why not be your own coach? What book says you can't?

When you practice, play or think about your golf, you are the common ground, you are always there, you always turn up and have the greatest influence on your game. It is your responsibility after all.

- **You swing the club**
- **You hit the ball**
- **You did it**
- **Accept it**
- **Learn from it**
- **One shot at a time**
- **Every time**

Our responsibility has been to create a process that we know when it is applied as we have suggested, it just works, and not just because we are talented, but because you are too.

We're known for saying to clients, customers and from the stage that

"Right here, right now you have a perfect swing."

That is not to say it cannot be improved, but it is perfect because it is the only one you have right now. And by applying yourself in the way we have suggested, it will improve.

This book will help you to calibrate your swing. To be able to tell the difference between left and right, high and low and the varying degrees the club face can be pointing to the right and to the left.

Just 'do golf'

As you take ownership for your game, and your awareness grows you will be able to focus on what you have to do because you have more control over what you do. And the reason that has happened is all down to the quality of the feedback you have been giving to yourself with the help of this book.

This book is **'your'** handbook. It is about your development and you have control over what happens as it is always your choice. Whether you like it or not, every golf shot you have ever hit was a choice, you decided what you were going to do, no one else was involved.

What we want to do is help you to make better choices for your game, to be able to execute your golf shots better because you know what to do. It is time to finally close that 'knowing – doing' gap that has been created in the game for whatever reason.

And now it is over to you. Read and re-read this book. Make notes where you need to, and use it as we've designed it as your personal working document. Refer to it and record your progress.

Practice, Practice, Practice

So many pro golfers have said the following, but we think Jack Nicklaus may have said it publically first. When asked why he was so lucky by a journalist he said:

"The more I practice, the luckier I get."

So work with the practice drills regularly. They have been designed to help you from where you are at that moment in time. Refine them, and when you have built your confidence in yourself and your swing, you can create your own versions. Experimenting is fun, especially when you are confident in what you're doing. As I have used and developed the drills over the last 15 years I have been able to focus on how far left and right I am sending the ball. How high or how low I am swinging the club.

Fun

One thing we mentioned very early on is the element of 'fun' and the drills help you to practice with fun in mind. Giving yourself permission to try different shots will increase your shot making capabilities.

I have found this to be like increasing your vocabulary when learning a language. The more words you know the easier it is to communicate and explain what you want or where you need to go etc. You suddenly find yourself more confident in the many varied situations you encounter and it is difficult to put your finger on the moment when it happened, it just sneaks up on you and you surprise yourself.

Or the same happening when you learnt to ride a bike, or drive a car. And they just happened to fall in place at the same time. There are similarities to people riding bikes and driving cars, but yours is unique to you.

Why did you succeed?

Because you were on a mission and you had a process to follow.

And your progress through golf will be just the same. Catching yourself doing the right thing is important as you monitor your progress and you explore the different shots you can play.

When it happens we would be delighted to hear from you!

Put the date when it happens here? It's your handbook remember:

Next Steps? - Mind Fit Golf Experiences

To benefit from the full Mind Fit Golf Experience we will be hosting golf days across the UK and overseas and future dates will be published on www.mindfitltd.com and if you would like to be on our circulation list then email us at golf@mindfitltd.com.

In addition to these golf days we will be developing a network of coaches around the globe to help deliver a quality and consistent learning message to golfers everywhere, something that currently does not exist in golf.

We also use and recommend simple, cost-effective tools to help you improve your game. These can also be found listed on the Mind Fit site under the Programmes tab at <http://www.mindfitltd.com/mind-fit-programmes/>

Practice Drill #9: You have practiced hitting shots left/right/straight and also making swings high/low/in-between.

Now it is time to combine these elements.

See if you can make a swing that makes contact high on the left side of the ball and the ball travels low to the right and then do the opposite. Create your own variations and have some fun challenging yourself.

Chapter 11

MORE SCIENCE? ONLY IF YOU WANT IT

“The thing about smart people is... smart people sound crazy to dumb people”

Albert Einstein

Route to exploring the science

From the outset we only intended this book to be your personal manual to playing better golf and having fun with your game.

We never intended this book to be a scientific reference although the content comes from years of experience and the wider world of science. However, we know that many people are fascinated by science so, to appease them, we have provided below some eminent names and some of their core subjects which will enable a personal search to be made. They are in no particular order.

1. Martin Seligman	Learned Helplessness
2. Graham Williams	Mind Fit For Success
3. Katherine Benziger	Thinking preferences
4. Mihaly Csikzentmihalyi	Flow
5. K. Anders Ericsson	Deliberate Practice
6. Malcolm Gladwell	Outliers
7. Martin Seligman	Flourish
8. Geoff Colvin	Talent Is Overrated
9. Albert Bandura	Self Efficacy
10. David R Shanks	Implicit learning
11. Carol S. Dweck	Psychology of success
12. Bernard Haldane	Dependable strengths
13. Karl Albrecht	Social intelligence
14. Joseph LeDoux	The Emotional Brain
15. Williams & Kane	Optimal Performance
16. Julian Rotter	Locus of Control
17. Robert M. Nideffer	Attention Style
18. Deines and Berry	Implicit learning
19. N. Tipper	Distraction
20. Mayer & Salovey	Emotional Intelligence
21. Malcolm Gladwell	Blink
22. Tim Gallwey	The inner Game of Golf
23. Carol S. Dweck	Mindset

24. Matthew Syed	Bounce
25. Brian Sparks	Positive Impact Golf
26. Chris Riddoch	The Golf Swing – It’s Easier Than You Think
27. Chris Riddoch	Expert Putting – The Science Behind the Stroke
28. Harvey Penick	Harvey Penick’s Little Red Book
29. Harvey Penick	Harvey Penick’s Little Green Book

Other reading for references:

30. Gary Player	No Fear
31. Jody Vasquez	Afternoon’s with Mr. Hogan
32. James Dodson	Ben Hogan – The Authorised Biography
33. Steven Pressfield	The Legend of Bagger Vance

When you have mastered the Mind Fit process you will know more about your swing and also where the ground is.

Talking of where the ground is, have you heard the Ben Hogan practice story?

In short, Ben Hogan, aged 80, had not played golf for over six months due to ill-health. They were filming new adverts for the Hogan Company and asked Mr. Hogan if he would consider taking part and hitting some shots. To everyone’s surprise he said “yes”.

The day arrived and with the film crew and other essential services in place Mr. Hogan arrived at the practice area in his golf cart. As he approached the playing area he asked for three golf balls and made his way forward ready to play.

As he made a few practice swings silence descended. Mr. Hogan never let anyone watch him hit golf balls, and you may know having famously said “no” to Nick Faldo when asked if he could come and watch him practice after a private lunch between the two.

The air was electric as Mr. Hogan prepared to hit his first shot. He duly swung the club and hit the ball - the top of the ball to be precise and the ball bounced down the practice area. As Mr. Hogan prepared to hit his second shot there was tension in the air and this only increased when this shot whistled down the practice area very low having hit the ball about half way up.

By now the production team were wondering what they were going to do and their worries were not helped when they heard a loud “thud” as Mr. Hogan buried the clubhead in the ground before the club reached the ball.

As the production team were looking around at each other Mr. Hogan informed everyone he was “ready”. Everyone was then amazed as shot after shot flew through the air exactly as requested. When filming was over one of the producers made his way over to Mr. Hogan to say “Thank you” and ask what happened with those first three shots.

Mr. Hogan explained that having not played golf for several months that he was merely establishing where the ball and the ground were, effectively 'getting his eye in'.

Practice Drill #10: This drill works the same way that Mr. Hogan's drill worked for him.

During your pre round warm-up you should use some of your time to calibrate your swing for that day. It may have been a few days since you last played.

Use the earlier drills to 'get your eye in'. Hit shots left/right/left/right/ straight to raise your awareness of the horizontal axis. Do the same for the vertical axis making swings high and low. The idea is to calibrate your swing for that day, remember that 100% success practice works and builds confidence.

Practice Drill #11: Your final drill.

When and only when you have mastered the 5 ball routine on the driving range – left/right/left/right/straight, try hitting the sequence with your eyes closed.

That's it – to your success and fun on the golf course.

We really would like to hear from you golf@mindfitltd.com

The choice is all yours!

*“Being coached in the Mind Fit process has been the best decision I have ever made.
My golf has improved significantly over the last two years”*

*“The approach is refreshing, easy to understand and has given me the knowledge to
improve my game – rather than simply becoming reliant on a coach to do it for me”*

