



Tony's Update

"Not Just Golf"

PGA TEACHING & COACHING CONFERENCE

In February the line-up for the upcoming PGA's Annual Teaching and Coaching Conference at Coventry's Ricoh Arena was announced. The event which is part of the PGA's Advanced Education programme, will attract many of the worlds leading coaches and professionals. The programme includes World Cup winning coach Sir Clive Woodward, Chuck Cook and Dr. Paul Hurrion. Tony and father (Howard) have been invited and will be speaking on "The Development of Young Elite Players". The event will take place on May the 7th - 8th for further information visit www.pga.info.

PGA[®] National Teaching and Coaching Conference

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PGA BRAZIL

Tony recently visited São Paulo (Brazil) and presented at the Year 2 Professional training course. The first week continued on the areas, of "How to Teach", "How to Play" and "Junior Golf Leader" which were presented in the foundation and Year 1 courses. The first week of the second year programme has started to introduce the areas of management, administration and conditioning. The course was open to all students who had successfully completed the first year programme. During the week, Tony along with PGA Brazil President Paulinho Rocha presented the certificates to the successful Year 1 graduates. Tony has commented on the positive progression of the PGA of Brazil in recent years and its attitude towards education, the association have recently been granted the status of International member to the PGA's of Europe.

INNOVATION AND EXCELLENCE

Zen putters have recently appeared in the Golf Digest Hot Product Awards 2008 in the Blade & Mallet putter categories. The awards recognize innovation and excellence in the field of golf balls and clubs. Congratulation to Nick Middleton (the inventor of Zen) and the rest of the team. The awards also recognized the new PING G10 driver, both as used by Tony.

JUNIOR WORLD CHAMPIONSHIP - JAPAN

The Junior World Golf Championship which is held in Japan during July, sees the first leg of qualifying get under way with the qualifying group of Canada, Guatemala, Mexico and Trinidad & Tobago. Tony who has worked with many Central American nations, wishes all players the best and hopes each player gains valuable experience which will help them grow as both players and adults.



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COACHING

Pick up almost any newspaper, turn on any news and it is normal to learn that a manager / coach has either lost or likely to lose their job. Of course football is responsible for many of these headlines and recently two more managers in the English Premiership have left their respective clubs.

Rugby is also in the spotlight, managers who currently have the stewardship of under performing national teams are the recipients of pressure from their Board, abuse from fans and scrutiny from the media. Success is no guarantee that the coach's job will be secure, Jake White coach of the South African World Cup winning team in 2007 decided not to continue, sighting political pressure for racial change as one reason. Likewise Fabio Capello who helped Real Madrid win the Spanish La Liga in 2007 something which they had not achieved since 2003, was then fired by the club President.

So fail and you are out and it seems that it is possible to succeed and be out! The job of a high profile coach is not easy, they are expected to produce results but often have little time to achieve them. It is true that the top coaches are well rewarded for their efforts and in my opinion some are the recipients of overly generous pay outs for a job which, in some cases is concluded in abject failure. In most jobs the ability to generate pre-agreed outcomes is the measure of success, occasionally these outcomes cannot be achieved due to unforeseen outside influences, but in most cases measurable improvement in the direction of the desired objectives can be seen.

So do we expect too much of our coaches? It is clear that some are taken on to develop specific skills in their athletes, some manage development or grass roots programmes that will deliver a legacy while others are there for just one reason: **RESULTS**. A problem with coaching is that it is often messy, and unlike a controlled environment, coaching takes place in a constantly changing environment with athletes that are prone to outside influence, e.g. family & peers. The athlete is a complex mix of body, mind and emotion, dysfunction in any one, be it long term or momentarily and results will be negatively affected. It is not possible to apply a standardized formula approach, so for example, in some professions it is possible to approach a problem with a formula, "when X is present apply solution Z". Coaches may apply M,G,H or some other approach in order to resolve the issue and find the best solution for their athlete.

Good coaching is all about knowing when to praise, challenge, empathise, support or when to demand more. It is about excellent technical knowledge, outstanding personal communication skills and understanding of what makes the athlete tick. Good coaches earn their rewards.



Fabio Capello

Tonys wish for the future

Employers and fans. give your coach time to make a difference.

Media. Talk about the athletes as it is they that ultimately have the responsibility for performance.

Coaches. Make agreements that reward you and recognize your contribution to success, but if you lose your job through poor performance, share your pay off with those less fortunate.



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THE DIFFERENCE BETWEEN WINNING AND LOSING

(Drs Geo van Dam CT)

It is a crucial part in your golf match. The next putt will make the difference between winning and losing. Suddenly, a thought flashes through your mind: "I have not missed a putt so far today", and then it happens. You miss the putt. Not by lack of technique, but by lack of mind power.

Mind power can be described as the ability to keep your mind together, learn and perform at your best in any situation. Crucial to this is that there is no "fear" or distraction in performing the task at hand. It is a matter of being able to concentrate on the here and now, while trusting that all your hard work and talent will show. We refer to the fear or the distraction as mental noise. Consequently mind power is the ability to suppress mental noise and unleash your potential power. Mental noise can appear in different ways. Can you recognize yours?

- **"Oh-Oh" effect:** On many occasions you may feel before the stroke that something is incorrect. But never the less you continue and hit the ball. This noise is a matter of negative "self talk" and often has a big affect on our outcomes.

- **Disaster contingency:** This means that you worry about something going wrong, followed by the worry of another failure. For instance, you think: "If I miss this putt, I loose confidence, and I will miss the next. If that happens, I will lose this game and my handicap rises. And next year they will not let me play in the team."

- **Negative projection:** The projection / imagery of negative past situations, e.g. "last time I played this hole my ball ended up in the water", helps enforce those actions and guess what happens a few moments later.

- **Non-goals:** The so called non-goals are one of the most specific and serious forms of mental noise. If I was to ask you now not to think about a yellow elephant, I can almost assure, you are now thinking of a yellow elephant. How many times have you thought, hope I don't drop a shot at the last", and this behaviour actually occurs. Consequently you should always focus on positive outcomes.

You have probably recognized one (or more) forms of mental noise. Being aware of your mental noise it is the first step in developing your mind power. The next steps are 2) Stop noise 3) Focus to prevent noise. If you are curious to know more about steps 2 and 3, visit <http://www.effeqt.com/documents/TBGEFFarticle1.pdf>



PERFORMANCE = potential power – mental noise

Potential Power

the ability to perform at your best in a given situation

Mental Noise

all thoughts and emotions that distract you from successfully carrying out a given task

Stop

the ability to break down mental noise

Focus

the ability to point all necessary attention / concentration towards a given task. Being in the observation mode.



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PAY IT FORWARD (Jaime Edwards)

One of the questions I recently asked a group of coaches was "Who have been the three influences in your life?" I specifically said life and not career because it is our life that impacts our career. The answers varied from parents to their first coach to a sporting hero.

What was evident was most of the coaches had both consciously or unconsciously passed on some of the same qualities, ideas, concepts and beliefs that these significant people had directly or indirectly passed onto them. Which is why the concept of Pay It Forward is so important to contributing to the development of the younger generation today.

There are a few lessons that were not on the syllabus at school or in coaching manuals, concentration is one of them. Whilst the parents, coaches and teachers of today continually ask our younger generation to concentrate, the youth are not being coached How to? Were you? It is a known fact that Tiger Woods has been coached these skills, from the age of 12 years old. In defeat at the WGC, Stewart Cink commented on Tiger's mental strength. "He's just always in control, he gets mad but never loses his composure. He regulates his heartbeat." It is this skill that allows him to control his state.

RAISE YA GAME WORKSHOPS

Jaime Edwards has recently introduced a new series of workshops, which are specially designed for juniors, to help their development of mental skills to deal with the challenges the sport and life throw at them.

As "Pay it Forward" highlighted, the youth of today, live in challenging and changing times where technical and academic skill are often left in isolation, which do not guarantee success. If you have a position of influence this 2 hour workshop could transform the way you think. How could your experience of life have been different had you been coached how to think differently at the start of your journey?

For further information on Jamie Edwards, Raise Ya Game audio series visit www.trained-brain.com email info@trained-brain.com or call (+44) 1457 87722



*Who have been
your influences?*

Our website www.tonybennettgolf.com provides regular updates, instruction, plus archives of recent copies of Tony's update, why not take a look.

Tony will be in Lisbon on Sunday 30th of March, for individual and group sessions.

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Which PING IRON FITS your game?

CUSTOM IRON FITTING

- Color Code
- Length
- Shaft Flex
- Grip Size

PING INTRODUCE G10 AND i10 IRON DESIGNS WITH A WIN

In a year which saw PING Golf claim 21 Worldwide victories on the main tours. Lee Westwood final-round 65 to win the Quinn Direct British Masters at The Belfry, for his 18th European Tour title, highlighted PING's position in golf. The win marked the first Tour win for the new G10 driver (9°), fairway woods (#3 & #5), the new i10 irons, and the new Tour-W wedges (54° & 58°).



Lee Westwood

The new PING® iron series features game improvement technology for players of all skill levels. John A. Solheim (company Chairman & CEO) commented that all "folgers are looking for various attributes in their irons," with forgiveness, feel, control and appearance all being considered in a players choice of iron. The new iron series allows all golfer the oppurtunity to match an iron to their game.

The G10™ provides golfers maximum forgiveness in a larger, higher launching head design, while the i10™ has a players' iron look at address and still provides a high level of forgiveness for its compact size. Both irons represent PINGs on-going commitment to improving the game through innovation, quality and custom fitting."

For more information visit www.pingeurope.com or speak to your local stockist

CUSTOM FITTING

Custom club fitting was born in the 1960's when Karsten Solheim helped PGA Tour professional improve their games by adjusting their equipment to fit their swings. The results were amazing. On several occasions, players went on to win soon after their visit with Karsten, validating the importance of properly fitted equipment.

In light of this success Karsten Solheim began work on his famous PING Color Code System to bring the benefits of custom fitting to the average golfer. Custom fitting can now help golfers of all levels to hit straighter and more consistent shots. By matching the proper club specifications to your swing, a club fitter can help reduce or eliminate undesirable shot patterns.



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