



A Framework For Developing Players by Jason Sutton

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The Paradigm Shift In Golf Instruction

“One time lesson takers will not make a substantial impact on your lesson business. Engaged students that are constantly motivated and driven through well-designed coaching programs can transform your coaching business”

- Henry Brunton and Rick Jensen

The 3 Types of Golf Lessons

- ▶ The quick fix or Band-aid
- ▶ Skill development (one on one private)
- ▶ Pure coaching
(Practice/Mental/Management
Skills/Gamification)
- ▶ Developing players (combination of 2 and 3)

The Value of Gamification

“A good game is a unique way of structuring experience and provoking a positive emotion. It is an extremely powerful tool for inspiring participation and motivating hard work.” -



JANE MCGONIGAL
AUTHOR, REALITY IS BROKEN

Long Term Coaching Programs – the future of golf instruction

- ▶ Long term skill development and improvement (results)
- ▶ More frequent student/coach interaction (full lesson book)
- ▶ Student/Student interaction
- ▶ More profitable for lesson income, equipment sales and club usage (snowball effect)



Putting It
All
Together

The CGA

Four Levels of Coaching Programs

- ▶ Level 1 – 5 hours of private instruction + 3 supervised practices
- ▶ Level 2 – “Biggest Loser” 6 month competition
- ▶ Level 3 – 15 hours of private instruction + unlimited supervised practices (Mac Daddy)
- ▶ Tour Player For a Year with “The Guru” – Unlimited Lessons (adult and junior)

Level 2 “Biggest Loser” 6 month coaching program

What's included

- ▶ What's Included
- ▶ (2) Hours of Private Instruction per month
- ▶ Mechanical work
- ▶ Full swing
- ▶ On-Course Mental Sessions
- ▶ (1) Supervised Practice Session per month with the team (2 hours)

Added Value Items

- ▶ Kick-Off Party
- ▶ Big Break Skills Day
- ▶ 9-Hole Fun Tournament
- ▶ Trackman Combine Tests
- ▶ Club Fitting/Equipment Evaluation
- ▶ Frequent skill tests

Keys To Student Buy In

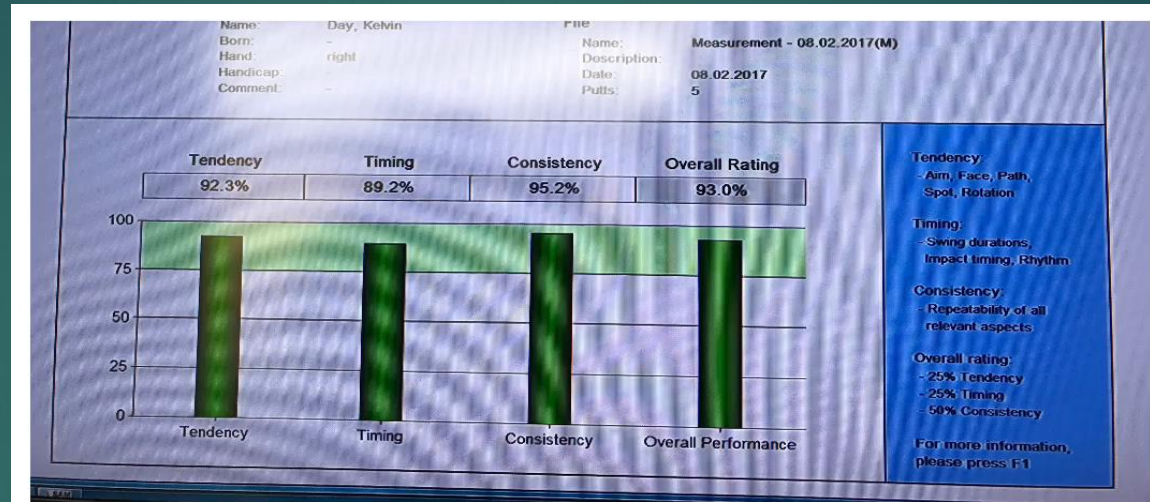
- ▶ Added motivation with a long-term commitment
- ▶ Hyper-focused goal setting and plan for improvement
- ▶ Using GAMIFICATION makes it more fun!
- ▶ Monthly Skills tests and assessments (Trackman Combine/Red Zone Short Game Tests)
- ▶ Social Connectivity with Improved Practice Skills in TEAM practices
- ▶ Spirit of competition amongst the players/teams
- ▶ Constant communication and updates with participants on LEADERBOARD and practice schedules – Efufii coaching app
- ▶ Added VALUE with pricing structure and extras

Marketing

- ▶ Flyers
- ▶ Videos
- ▶ Emails
- ▶ Word of mouth

Skill development framework and structure

Club players
65 %
Elite Juniors
20%
Tour Players
15%



Using Technology To train all levels



Private Instruction

- ▶ Frequency – every 2 weeks is the goal
- ▶ Using stats to guide the plan – work on what you need at the time
- ▶ Skill development using old school ideas mixed with new school measuring devices i.e. (trackman, Sam putt lab, bodark)
- ▶ Full swing, short game, putting and on course training

On Course Instruction – playing lessons

- ▶ Bridging the pattern changes to the golf course
- ▶ Observing body language and routine
- ▶ Helping them organize their changes within the framework of playing golf to a specific target
- ▶ Helping the player with course strategy and management

 **Jason Sutton** May 20 2017, 9:19 in [CGA C. - Golf](#)

What's up team! Today's practice at 3:00 will meet on the South putting green for some putting drills and Almpoint green reading. Let me know if you are coming if you haven't signed up online

 Share  1

5 Replies

 **Chris Kallao** May 20 2017, 9:19
I am in...Thx

 **Michael Burt** May 20 2017, 9:23
I will be there.

 **Jason Sutton** May 20 2017, 9:24
@michael we will discuss your program today at practice

 **Gregory Draddy** May 20 2017, 13:18
I will be there

 **William Egge** May 20 2017, 14:38
I will be there but had issues logging into Carmel site. I have tee time at 3:40.

edufii

Short game

--can more or less forget orange whip stuff. No longer need.

--mini wedges--club had become too far behind me. club straight up as if on target line, then let drop like a push-draw draw full swing. Don't need body turn back. Don't line up left. Great results. Don't be afraid to open 60 degree. Club down line with face open.

--can do bump-type shots with heel off ground and closer to ball with 60-degree. Really great and should check up. ball mid/slightly back weight forward a bit.

--for short medium and high toss, open the 60 degree. Aggressive through the ball. Same thing with keeping club head in front of me and not turning. club needs to finish down line with face open.

--the "orange whip" mini shots are still ok.

Went out to the course, played two holes, and hit two perfect push-draw drives; a perfect 6 iron; two great reads and great putts; and a great 60-degree from 58 yards. Tap-in birdie on #2. Trust all this.

In practice routine at range, I need to get to random practice more.

Practice all types of chipping more.

Communication Is Key

Using technology to consolidate information – always plugged in

- ▶ Edufii coaching app – game changer
- ▶ Video – drills, lesson recaps through edufii to the team or individual training spaces
- ▶ Texting players before and after tournaments

Supervised Practices Strategy and Drills – Coaching Piece

- ▶ Treat it like a football practice – stations and drills
- ▶ Allows for coach to teach players how to practice
- ▶ Topics: Full Swing – Blocked vs. Random practice, pre-shot routine, trackman combines
- ▶ Short game – technique vs. creativity exercises, skills tests (trackman)
- ▶ Putting drills – Putt Lab measurements, Aimpoint, Jordan Spieth drill, ladder touch drill and poker chip drill
- ▶ Competitive games

Contact Info For The Guru

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Instagram – golfgurutv – follow @robfailesgolf IG story for behind the scenes footage of my teaching

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Q & A