

Let's Grow Golf Together



PALMETTO DUNES™
OCEANFRONT RESORT
HILTON HEAD ISLAND

Doug Weaver



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HILTON HEAD ISLAND

10 Robert Trent Jones



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Beach and Golf



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Director of the Golf Academy

- Titleist Performance Institute TPI
- Gears Golf: 3 dimensional instruction and clubfitting
- Blast Golf



Director of the Golf Academy

- Aimpoint Express
- V1
- Mental Golf Workshop



- Harry Vardon and Francis Quimet
- The Greatest Game ever Played



The Greatest Game Ever Played



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What just happened?

Free Exhibition

Demo Day



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Catalyst

A person acting as a stimulus
in increasing enjoyment, knowledge and
participation in the game of golf



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Opportunity to try golf

Hands on and interactive



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Caring nurturing coaching

Metaphor with birds

Encouragement “Never despair”



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Monday 4-5 Exhibition / Class





Engaging and Hands on



Catalyst Award



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Catalyst Award

- Increases rounds played and lessons revenue
- Increases F&B
- Increases merchandise sales



Classes

Lil swingers 3-7 years

Ladies Only



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Mental Golf Workshop

- No student in 14 years ever disappointed
- Beginning of the inner game of golf
- Revenue and gives credibility

The 4 Boxes

- Pre-shot routine
- Memory Box
- Rest Box
- Think Box
- Play Box





Playing Lessons

- 2 hour minimum
- Videos and photos personalized
- Play with the Pro and learn as you go



Playing Lessons





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Play

- To act out, to act in a specified way
- To touch carelessly or lightly
- To perform on a musical instrument

Playful golf

- Will your students perform better if they are more playful?
- Tsunami Bar
- Orange Whip



Transferring your skills

- Interview discovers
- Hobbies Sports Games
- More playful way to learn



583 HRs & Cy Young Award Winner



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Dr. Paul Schempp



Top 100 Teachers Study

- #1 Memory of a golf lesson
- Metaphor
- “Power of the Metaphor “



Favorite Metaphor

- Throw the club
- Swing to the Toyota
- Ferris Wheel or carousel



Favorite Metaphor

- Salute the General
- Alligator arms
- Close the Car door
- Rock my shoulders



One-Liners

- Left arm outward pull
- Right arm inward throw



One-Liners

- A picture is worth a 1000 words
- Get comfortable feeling uncomfortable



One-Liners

- You practice like I eat Shrimp
- Hang time



One-Liners

- Bob Toski: The dance of the golfer
- Sam Snead: “Firm or light but never tight”



Stories

- Create interest
- Easier to see and remember
- Touch the heart



Movies

- Seven Days in Utopia - Dr. David Cook
- The Greatest Game ever Played – Vardon & Quimet
- Bobby Jones the Stroke of Genius





Golf Digest Intern



Palmetto Dunes Staff

- Passionate Coaches
- Love to share ideas and play



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Michael Breed



TV Show

- Jay Haas and Stan Utley
- Stephen Ames



Teaching Strategies

- Enhance memory
- Engaging
- Provides feedback to the coach



Teaching Strategies

- **Choral Recitation**

“Repeat after me”

“The lower body leads the way”



Teaching Strategies

- **Positive repetition**

“Look at Jeff release the club”

“Look at Tom cover the ball”



Teaching Strategies

- **Voting**

“ Raise your hand if you keep the putter head square as much as possible”



Teaching Strategies

- **Predictions**

“What will happen if I hit down on the ball?”



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Teaching Strategies

- **Handouts** with
- Visuals
- Quotes
- Links to web sources



Teaching Strategies

- **Speak Write**

“Everyone take a moment and write down what you have learned up until now



Teaching Strategies

- **Debrief**

“Share 2 points to summarize what you learned”



Teaching Strategies

- Be flexible
- Go with the flow



Teaching Strategies

- **Demonstrate**
- **Imitate**
- **Explain**





David Leadbetter





Accordion Method

- Benefits in a clinic
- All students feel like they are receiving attention
- No student is neglected
- Teacher's efficient use of time

50 Minutes

- 5 warm up and assessing and soft comments
- 5 fundamentals as a group
- 15 work on it with individual attention
- 5 write it down
- 5 Q and A
- 5 practice more
- 10 close



The Golf Channel Interview



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The Golf Channel Interview

- Affirmation and celebration with and in front of others
- Enhances internalizing what has been learned



Salesmanship

The Core 4

1. Create eye contact to show attentiveness
2. Share a smile to promote friendliness & warmth



Salesmanship

3. Speak with an enthusiastic tone
to show excitement and passion
4. Stay connected to make it personal
to show genuine interest



ASK

- **A**pproach
- **S**hare you care
- **K**now you can help them



Continued Learning



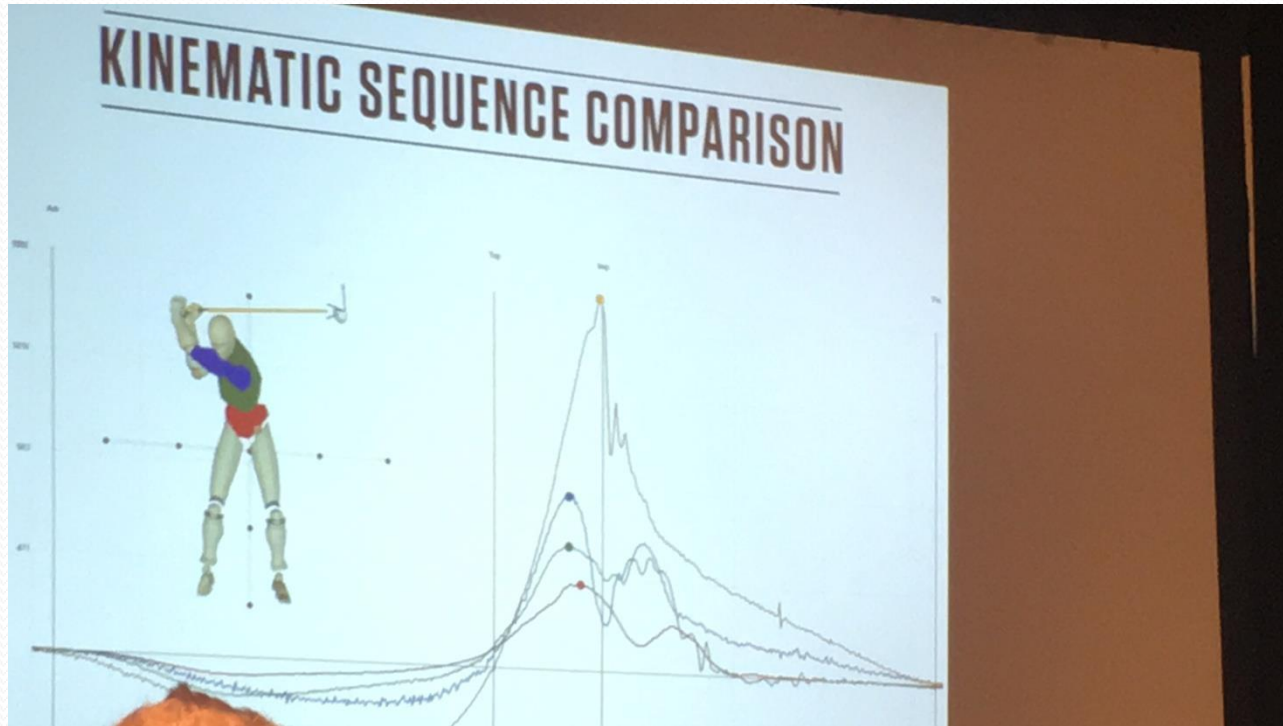
Toastmasters

- Improve your communication skills
- Listening
- Speaking with and without words



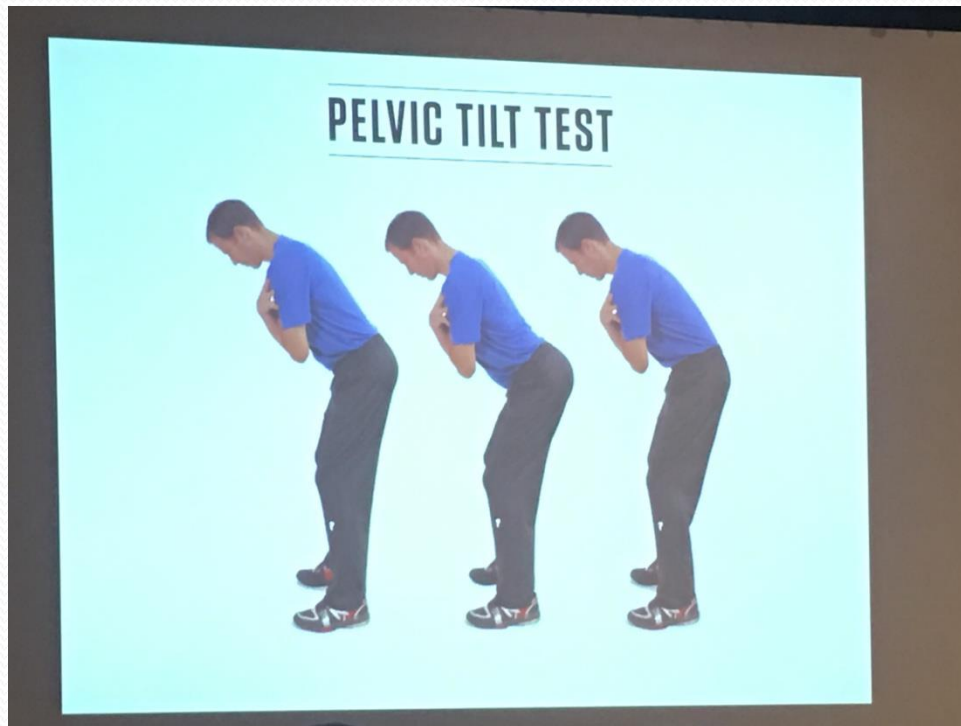


Paradigm Shift





Proper Posture Promotes Proper Path



Fun and Educational

- CPGA and PGA Teaching Summits
- TPI 16 hours of fun
- Jim Hardy 16 hours of fun





THANK YOU

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What if you can't



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