

Approved  
PGA of GB&I  
25 CPD points

# **'What's in Your Coaching Toolbox?'**

*A Golf Psychology Masterclass  
by Golf Coaches  
for Golf Coaches*

**Dr. Brian Hemmings**  
*with England National Coaches:*  
**Graham Walker**  
**David Ridley AFPGA**  
**Paul Ashwell F PGA**  
*Plus Luke Whiting*

**Wednesday 16th November 2016**

**Northampton Golf Club**

**GLENMUIR**  
*1891*

# *Golf Psychology Masterclass*

## **‘What’s in Your Coaching Toolbox?’**

The speakers see this masterclass as an opportunity to share their unique experiences in working with professional, international amateur, county players and golfers of all abilities over many years.

### **You should attend if you....**

- Want to take part in a unique one-day training opportunity with leading coaches who have worked with leading professionals, England squads, and golfers of all levels for over three decades
- Are a PGA Professional and want to increase your mental coaching skills and impact with players
- Are a practitioner/coach working with golfers to develop their mental skills
- Are a sport psychologist and want to learn about coaches application of psychology in learning and performance

### **What you will gain from the Masterclass....**

- Innovative techniques that have been used for player and coach development
- Skills and strategies to build players’ confidence
- A chance to see mindfulness techniques applied to golf
- Structuring practice for maximum engagement
- Creating a coaching environment that challenges and excites players
- A certificate of attendance.
- PGA Professionals will be credited with 25 CPD points by The PGA for successful completion/participation of this course.



## **Dr. Brian Hemmings, C.Psychol.; AFBPsS; FBASES HCPC Registered Sport & Exercise Psychologist**

Brian was the lead psychologist to the England golf team from 1997 to 2013 delivering high performance strategies with European and World Championship winning teams and individuals at men's, youth and junior level. During this time he helped develop the mental skills of the best young emerging English golfers many of whom have now graduated to and won on the main European Tours, where he has continued to work with several players. He was also the performance psychologist to the English Women's Golf Association (1998-2001 & 2006-10), and still works with current LET players. Brian is the author of the CD 'In the Zone: Simple Mental Skills to Improve Your Golf' and three books, including the best-seller 'Mental Toughness for Golf: The Minds of Winners'. As well as hosting three successful UK golf psychology conferences since 2002, Brian has regularly run Masterclasses in Golf Psychology for psychologists and golf coaches. For many years a presenter around the UK and Ireland on the PGA CPD programme, Brian has also been a lead speaker at PGA National Conferences in the UK and Holland. In the past twenty years he has presented to coaches, players, psychologists and students internationally in the USA, Australia, South Korea, Austria, Germany, Holland, Denmark and Italy. More recently, he has worked as a golf development consultant on behalf of the PGAs of Europe for the R&A 'Working for Golf' worldwide development programme. He also runs the online Golf Psychology Coaching Certificate [www.golfpsychologycoaching.com](http://www.golfpsychologycoaching.com), an approved education programme of the PGA of GB& I and PGAs of Europe that has been completed by over 350 coaches worldwide.

Brian has a wealth of experience in other sports, having worked with championship winning individuals and teams in county and test cricket, 12 medallists in Olympic and Commonwealth Games boxing, and podium winners in single seat motor racing including Formula Ford, Formula 3 and Formula 1. Brian gained his PhD in sport psychology from the University of Southampton in 1998, and has trained and mentored many golf psychology practitioners over the past fifteen years. He is also trained in hypnosis and bereavement support. In 2010 he was awarded a Fellowship by the British Association of Sport and Exercise Sciences in recognition of '*esteemed personal achievement, skills, knowledge and service to BASES and the sport and exercise science community*'



## **Graham Walker**

Graham has a unique ability to connect with and inspire every level of golfer, which has brought him to the highest level of his Profession. In 2015 Graham was named England Golf Coach of the Year. His ability to demonstrate what he teaches is unique, and even those who go on with their careers at the highest level never forget their time spent developing their talent with Graham.

Graham started his professional career in Derbyshire back in 1975 when he became Assistant Professional to Douglas Poole at The Chesterfield Golf Club. Since then he has worked at Lees Hall Golf, Hillsborough Golf Club and now runs the successful Walker's Golf Academy at The Oaks Golf Club outside York. Graham and his many pupils have enjoyed huge success at The Oaks and in some ways he has come full circle, helping members to enjoy their golf at a better level but still doing what he enjoys the most, developing Players of the Future.

Another great milestone in 2004 was when Graham began coaching David Horsey, Daniel Willett and Paul Waring. All three went on to represent England at every level with Willett and Horsey going on to play in the Walker Cup.

Daniel Willett won the BMW Championship in 2012 under Graham's guidance and has gone on to win the 2016 Masters Champion in Augusta. He went from a 5 handicapped club golfer to +5 and on to become The Number One Amateur in the world following over a decade of being coached by Graham. He has in the last couple of years achieved other wins on the European Tour and has now moved on to try his hand with huge success on the PGA Tour but never forgets that Graham's information, mentoring and his own huge work ethic helped him achieve the stratospheric results he is enjoying today.

Graham's list of individual and team coaching successes since 1983 are extensive.

*Through an interview and short presentation Graham will talk about his experiences of applying psychology to his coaching with individual players and squads at all levels, and will pay particular attention to the importance of managing practice and setting realistic skills challenges for enabling player development, feedback and opportunities for coaching.*



### **David Ridley AFGA**

David is a former Lead Coach of the England Men's Squad 2004-2011, and personal coach to numerous tour players, both men and women. He was Melissa Reid's coach for 4 years in which time she won 4 Ladies European Tour events and made her debut in the winning Solheim Cup team in 2011 as well as winning the LET money list that year.

David coached Greg Owen for 21 years in which time he had International success both in the US and Europe. Greg won the British Masters in 2003.

During his extensive coaching career he has coached a British Amateur Champion, English Amateur Champion, English Men's Senior Champion, Men's Scottish Senior Champion, Walker Cup players and a Ryder Cup player. As a National coach in the England men's squad I have coached numerous players during England coaching sessions such as Ross Fisher, Danny Willett, Chris Wood, Andy Sullivan, Eddie Pepperell, Dave Horsey, Tommy Fleetwood, Gary Boyd, plus many more, from being good amateurs through to achieving success on the Professional tours around the world.

Together with the England coaching team in recent years we have produced outstanding results including 3 consecutive European Nations Cup victories, 3 consecutive Home International victories and the winning the European Men's team Championship in 2010.

*David will share his beliefs and coaching case study experiences involving sports psychology. He will be talking about perception verses reality, how to build confidence in a team environment, plus many more topics that he has experienced during his coaching journey.*



## **Paul Ashwell F PGA**

Paul is a Fellow of the PGA and Director of Coaching at St Ives GC, Cambridge, home of the Titleist National Fitting Centre. He has a wealth of coaching experience having worked with the full spectrum of golfer from beginner to tour professional.

"I really enjoy my job whether I am helping a beginner break the hundred barrier or a scratch player score under par. Helping another golfer improve is tremendously satisfying!"

Paul has been an England Golf coach since 1999 and held a variety of Lead Coach positions including National U16 Boys, National U18 Boys, National U21 Men and is currently Lead Coach of England National Men`s A Squad. He also works with a number of county golf union squads coaching boys, girls, ladies and men`s groups.

He has a Certificate in Golf Psychology Coaching, is an NLP Practitioner, is TPI Certified and a qualified Plane Truth Coach. Paul is a Titleist Footjoy Brand Ambassador, Golf Monthly Top 25 Coach and author of "Golf-Skills of the Game."

### *Creating a Great Coaching Environment*

*Paul`s presentation will look at the challenges associated with creating an excellent squad coaching environment. Focusing on two main areas:*

#### *Setting the scene & player engagement*

*Paul will share successful strategies that have been used at National, Regional and County level to ensure players want to be present and want to learn. The goal is that delegates will add to their coaching tool kit with practical ideas that have a proven track record with a wide range of playing abilities.*

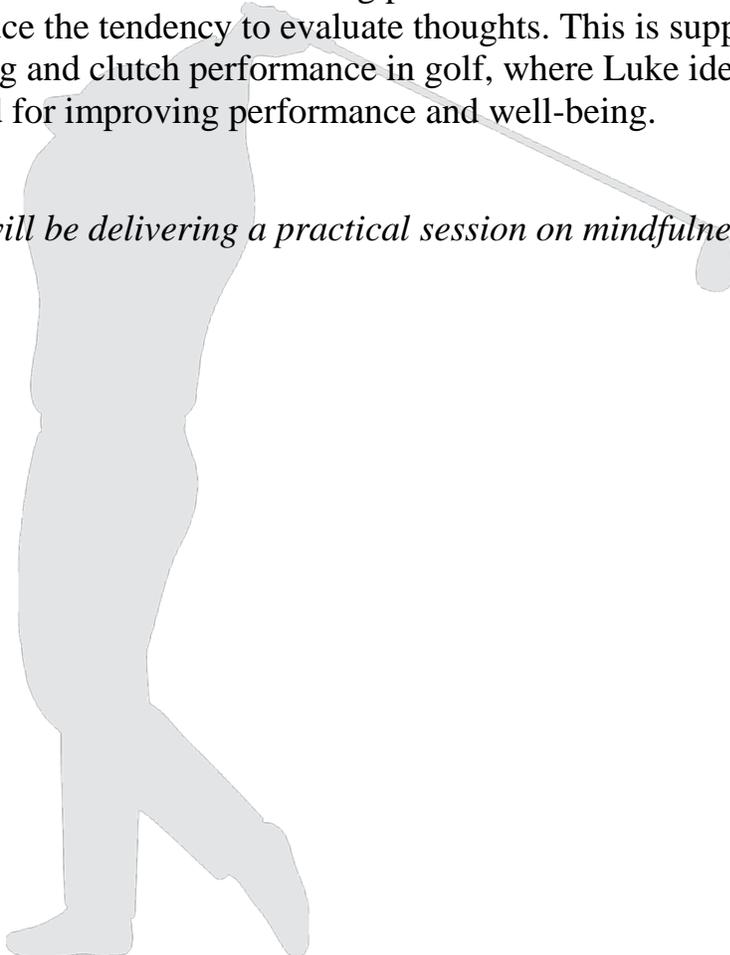


**Luke Whiting**

Luke is a Sport Psychology Consultant currently contracted with Norwich City FC and British Canoeing. Alongside this, Luke works individually with amateur and professional golfers, and Olympic athletes in wheelchair tennis and archery. With a working philosophy combining humanistic counselling with psychological skills training, Luke has worked holistically with sportspeople to increase their self-awareness whilst incorporating mental skills for improving performance and well-being during training and competition.

Additionally, as a Mindfulness Practitioner, Luke specialises in providing practical recommendations for increasing present moment awareness and incorporating coping strategies to reduce the tendency to evaluate thoughts. This is supported by independent research into choking and clutch performance in golf, where Luke identified the respective mental skills needed for improving performance and well-being.

*Luke will be delivering a practical session on mindfulness techniques applied to golf.*



## BOOKING DETAILS

**Masterclass** places are limited and you are advised to book early to avoid disappointment.

**Masterclass Date:** Wednesday 16th November 2016; 9.30 - 4.30 pm.

**Central Location:** Northampton Golf Club, Harlestone, Northampton, NN7 4EF

[http://www.northamptongolfclub.co.uk/contact\\_us/](http://www.northamptongolfclub.co.uk/contact_us/)

**Fee:** £95.00. Fee includes lunch and refreshments.

\*A reduced fee is available for PGA Assistants.

\*Please email for group booking rates (3 or more)

**\*\*Early Booking Fee\*\*:** £85.00. The full amount must be paid by *31st August*.

Fee includes lunch and refreshments.

**Booking Forms & Payment Methods:** A booking form with a range of payment options, and extensive venue details can be found at [www.golfmind.co.uk/masterclasses-in-sport-and-golf-psychology/](http://www.golfmind.co.uk/masterclasses-in-sport-and-golf-psychology/)

**Call now** to discuss your Masterclass place on 07908 677660 or e-mail

[brian@golfmind.co.uk](mailto:brian@golfmind.co.uk)

