

SEAN FOLEY

— PERFORMANCE —

Welcome NHSGA Coaches!

Jeff Hay...Director of Golf Operations

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- From Toronto, Canada
- PGA of Canada Class 'A' Professional for over 25 years
- Have been teaching golf since 1988
- Former Head Golf Professional at the National Golf Club of Canada
- Came to Florida with Sean Foley in August 2006
- Director of Golf at US junior academies since 2006 (Core Golf Academy, Bishops Gate Golf Academy, Sean Foley Performance)
- Also work with Golf Placement Services as a College Placement Advisor

About academies

What are they?

What are they?

- Full-time (students participate in a golf program 5-6 days/week)
- Comprehensive golf program
- Residential option (24-7 for 12 months)
- Private school affiliation
- Food service
- Transportation service
- Manage all aspects of the player's golf life and development
- Travel with students to tournaments
- Report to parents on progress
- Track results and rankings

Who are they?

- IMG- 140 golfers
- IJGA Bishops Gate- 92 golfers
- IJGA Hilton Head- 40 golfers
- Saddlebrook- 32 golfers
- Sean Foley Performance- 20 golfers
- David Leadbetter- 18 golfers

What do they compete on?

- Coaching
- Golf Program
- Academics
- Price
- Facilities & Access
- Food
- Size
- Location
- Safety of Environment
- Overall Experience

Why do they come?

- Play College Golf (80-90%)
- Become a professional golfer
- American education & experience
- To escape the dangers of their own country
- Learn English
- Better coaching in US
- Weather
- Compete on a year round basis against the best players

News Flash!!!

Academy golfers are not elite! (But some are intrinsically motivated)



Annie Kim at 12



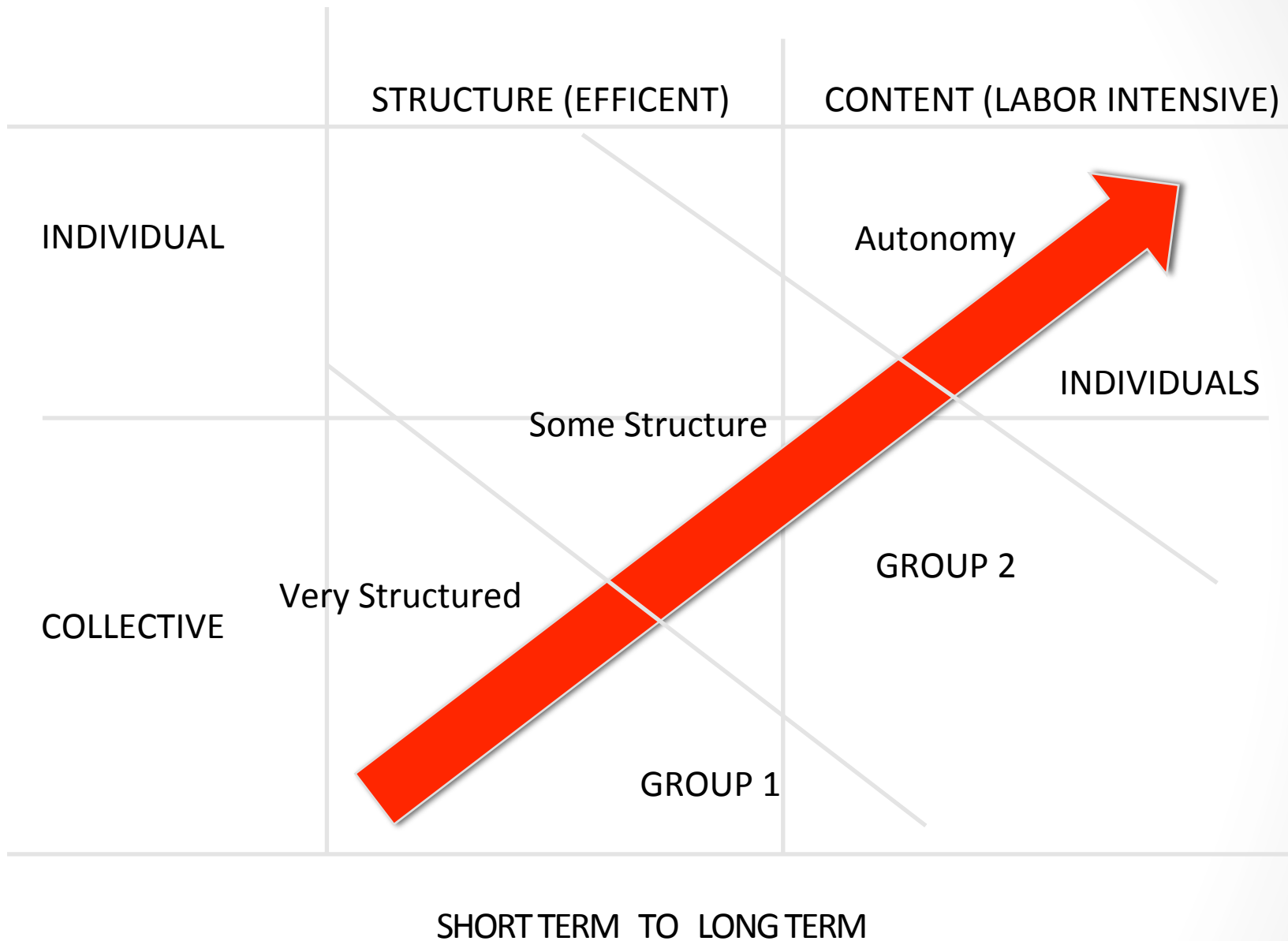
Annie Kim at 19

How do we get them there?

- Treat them as VIP's "Very Individual People"
- Build a strong relationship so they trust us
- Goal Setting & Individual Plans
 - Long Term & Short Term Goals
 - Mastery Goals based on interview & assessments (Low hanging fruit)
 - Strategies on how to get there
 - Measure whenever possible
- Reassess each semester (Fall, Spring, Summer)
- Help them with the ups and downs of golf and life

Curriculum

- Rules & Etiquette
- Technical training in all areas (build skills)
 - Sean Foley provides direction on all swings
- Course Management- Decade
- Fitness (2 to 3 times per week)
- Equipment (club fitting, gap analysis)
- Mental Performance (controllables, access to skills)
- Nutrition (education, tournament nutrition)
- Rest & Active Recovery
- Quality of Practice (blocked, random, completion tasks, competition)
- Tournament strategy (Competition)



TEACH THEM TO BE AUTONOMOUS!

Practice

- Grouped based on needs and level and they rotate through the various predetermined stations
- More “elite” players have autonomy and they are floating and focusing on their “low hanging fruit” while maintaining strengths
- Players will typically work on what they are good at as it makes them feel good if left to their own devices
- Fitness groups based on athletic ability, not golfing ability
- Blocked and random practice- players know the difference and the intention
- “Testing is training” so we test them often

Testing

- How many 3' putts in a row
- How many times can a player 2 putt from 50'
- Putting Combine
- Short Game Combine
- Wedge Test (on and off course)
- Collect Trackman data
- Trackman combine
- Impact point on driver

On-course training

- Friday academy tournament (post scores)
- Birdie game- start on the front tee and move back one tee if you make a birdie
- Play from the front tees to get used to going low
- Play with the flags out
- Miss the green on purpose and try and get up and down
- Play with 4 clubs

Resources

- Health & Fitness- Kevin Duffy, Dr. Brendan McLaughlin
- Putting- Preston Combs, Aimpoint
- Mental Performance- Paul Dewland
- Club Fitting- Lyndon Wilson
- Trackman
- 3D- Mark Bull
- Sam Putt Lab
- K-Vest
- Coach Now

What makes a great coach?

- Knowledge and experience (it has no value unless there is experience attached to it)
- Great communication skills, and delivers the right amount of information at the right time
- Can build a strong relationship to gain trust
- Doesn't try to teach what they don't know
- Willing to involve other coaches/experts for the betterment of the player
- Cares for the player and holds them accountable
- Uses resources to help the player
- Seeks to understand and then to be understood

Some keys to success

- Play golf.....a lot
- Provide quality information in the right amounts (don't over coach)
- Keep it simple and and manageable
- Good balance between tournament play and skill development
- Challenge them and test them (testing is training)
- Be resourceful
- Manage parents as best you can
- Be knowledgeable about the college recruiting process or know someone who can help

Pitfalls of academies

- Over Coaching
- Succumbing to parents wants (but compromise if you can and warranted and always reflect)
- Not balancing development and tournament play
- Can be a chaotic environment at times
- Students become too reliant on coaches and staff
- Underestimating the challenges of the college recruiting process until it's too late

Brendan Ryan

- Owner of Golf Placement Services
- Advises junior golfers and their families on the college recruiting process
- Former NCAA collegiate player at Campbell University
- Former College Coach
- Academic advisor and researcher
- As a coach, won 2 National Championships, and coached 4 Individual National Champions
- Avid writer, researcher, and lifelong learner
- Masters Degrees in Sports Management & Higher Education
- Has written 4 books, 100 popular articles, and 20 academic papers