

The GolfPro™

**A Performance Enhancement Tool
for Golfers and Golf Coaches
that Gets Results!**

Sample Person

Date: May 19, 2010



[▶ Click here to view your CareerManagementPro™ report](#)

The GolfPro™ is a personality profiling tool developed by **John C. Marshall, Ph.D., Chairman of the Self Management Group** and his team along with **Henry Brunton, GOLF Magazine™ Top 100 Teacher**, Canadian National Men's Team Coach, CPGA Master Professional.

Winning at golf is 90% mental when the golfers are approximately equal in skill. By mastering the inner game, you can gain the edge needed to be a better golfer.

Henry Brunton, GOLF Magazine™ Top 100 Teacher

This report is designed to help you identify the strengths of your personality and how to build on them to play your best golf.

John C. Marshall, Ph.D., Self Management Group

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The GolfPro™
A Performance Enhancement Tool that Gets Results!

Congratulations on investing in the GolfPro™ to improve your game!

The GolfPro™ is a powerful scientific tool designed by Henry Brunton, Canada's National Golf Team Coach and GOLF Magazine™ Top 100 Golf Teacher and John C. Marshall, Ph.D. in sports psychology and renowned performance coach.

The GolfPro™ is a scientifically validated psychometric tool based on principles that are superior to other less advanced tools of this type designed for golfers. By completing the GolfPro™, you have created this powerful report that is all about you and your 'inner golfer'.

you are strongly encouraged to become familiar with the contents of this report customized to you. When you consistently apply the principles outlined, you will achieve positive results in your golf performance!

Because so much of golf is mental and taking control of your mind-body connection, self knowledge of your core traits and attitudes is essential for your inner game.

Top golfers use sports psychologists to improve their game. Now you have the same type of information to help you with your game. The GolfPro™ asked you a lot of questions and took time to complete because it is very thorough. It uses the latest psychometric techniques and applies them to you.

Your feedback will be an accurate reflection of who you are and will provide the 'awareness' that is not attained through more other commonly used tools.

What is a Psychometric Profile?

A psychometric profile is a scientific tool that measures some aspect of personality. The GolfPro™ measures personality traits and attitudes and relates them to golf performance.

How Does it Work?

The GolfPro™ measures each individual by asking questions that relate to a group of 8 personality traits and a number of different attitudes. Each individual's traits and attitudes are compared to the general population and the specific population of golfers. This allows the individual to understand his/her relationship to other golfers on the key performance traits and how to take advantage of this information.

Is it Accurate?

Normative profiles such as the GolfPro™ are extremely accurate due to the depth of the questioning and the ability to relate individual scores on a number of scales to larger populations. The GolfPro™ was developed by the Self Management Group using the same advanced statistical techniques and measurements that it has been using since 1979 when it was a leader in normative profiling. The GolfPro™ also uses techniques to control of mood changes and socially desirable responding.

Who Uses these Tools?

Now golfers and their golf coaches have access to the same sort of powerful personality profiling that SMG has been using to select, develop and retain top performers in sport, competitive sales and management for over 25 years. Its client base includes many multi-nationals and its tools are available in over 30 languages.

What does the GolfPro™ tell you?

- Identifies your strengths so you can focus on them.
- Helps you become 'consciously competent' so you can play better now.
- Provides customized feedback from professional golf coaches to help you build on your strengths.
- Identifies growth opportunities.
- Builds your confidence so that you are better prepared when dealing with growth opportunities.
- Helps you manage your attitudes.
- Helps you manage your emotions and the stress of competition.

What does the GolfPro™ tell your coach?

The GolfPro™ report is written to you the golfer but the report can also be shared with your coach to give him or her further insights into your personality. Each topic covered has a **Coaches Corner** section that provides some suggested approaches to your game as developed by golf coaches and sports psychologists. These suggestions on your 'inner game' are intended to assist your coach as he or she works to improve all aspects of your golf game.

Your Personalized GolfPro™ report follows with these sections:

- I Key Performance Factors
- II Character Traits
- III Attitudes and Attitude Management
- IV Communication Style
- V The Inner Game

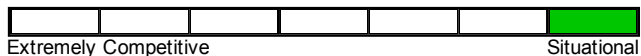
I. KEY PERFORMANCE FACTORS

"Competitive golf is played mainly on a five-and-a-half-inch course... the space between your ears."

Bobby Jones

I. KEY PERFORMANCE FACTORS

▶ **COMPETITIVENESS**



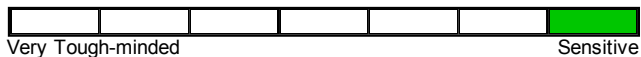
You would be described as agreeable, easy-going and relatively uncompetitive except in specific situations. Your drive to win is something that you exercise only when the competition is important to you. You may be unmotivated to practise regularly and maintain the level of intensity needed to be consistently competitive.

Coach's Corner

- Monitor and record how much you practise to make sure that you are keeping your commitments to yourself (and your golf coach).
- Provide yourself with a structured routine and review your efforts regularly to assure that you are following it.
- Stretch your limits regularly and match yourself in practice with competitive golfers who have similar ability.
- Reward yourself for consistent effort.

Notes

▶ **MENTAL TOUGHNESS**



You may be very sensitive to distractions which could cause you to lose concentration while playing or practising. Any sort of perceived or actual criticism may affect you adversely. You may need to build your self-confidence and work to develop your concentration skills.

Coach's Corner

- Focus yourself on your own strengths and make yourself fully aware of them.
- Focus on the things that are important and that you can control.
- Avoid those who are overly critical. Learn to assess your own growth opportunities rather than have others point them out to you. Suggestions on how to silence the critic tactfully can be found in this report's suggestions on building self-confidence.
- Remind yourself that there are two different types of critics: those who provide useful advice and those who do not. Learn to differentiate between the two types.

Notes

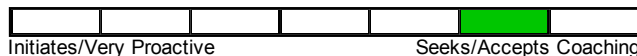
II. CHARACTER TRAITS

"My ability to concentrate and work toward that goal has been my greatest asset."

Jack Nicklaus

II. CHARACTER TRAITS

▶ SELF MANAGEMENT



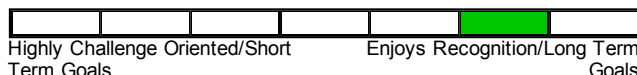
You would be described as being very agreeable most of the time. In specific situations or competitions you can be more competitive, assertive and aggressive. You prefer consistent processes and would enjoy a well-defined system to help you maintain consistent work habits as you work to enhance your golf game. You may wish to have a coach help you to analyze your needs and provide feedback that you can use.

Coach's Corner

- Look for a well developed, documented and closely supervised training program and follow it. Monitor your effort to be certain that it is consistent.
- Listen to feedback from others but learn to assess your own performance objectively and look for ways to improve it on your own.
- Commit to the training program and seek feedback from the coach(es) only if you have met your commitment.
- Set goals for yourself and write them down. Monitor how well you are doing reaching your goals and determine if there are things that you could do to improve your performance.

Notes

▶ GOAL SETTING



You would be described as relaxed, easy-going and comfortable working toward long term goals. You would feel a sense of satisfaction and motivation by being acknowledged by others for your achievements. Your profile is similar to golfers who may be satisfied with moderate success, which allows you to accept less than you are capable of achieving. You tend to look for external motivation rather than being able to focus on your own goals. You can also be sensitive to the feedback of your peers and others.

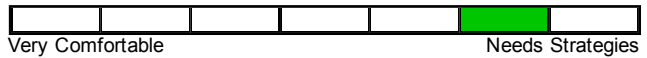
Coach's Corner

- Review your progress after each practice session and game. Reward yourself for any performance improvements that you have made.
- Define a specific long term goal and develop a plan to achieve it.
- Commit to your plan and reward yourself when you have met your commitment.
- Look for new ways to challenge yourself each time you practise.

Notes

II. CHARACTER TRAITS

▶ **OVERCOMING ADVERSITY**



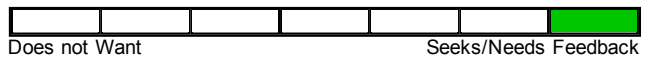
You accept adversity as part of golf and manage it as effectively as you can. Some things such as bad playing conditions or other factors outside of your control could hinder your game. You may need to focus on improving your game under ideal circumstances prior to playing in more difficult situations.

Coach's Corner

- Use the literature available on managing adversity to develop strategies to deal with bad conditions, annoying opponents or crowds and the other situations which are challenges for you.
- Focus on the knowledge that facing adversity and managing it to the best of your ability is a powerful source of personal growth. Each time you face it, you will be better prepared to face it again in the future.
- Focus on the current problem rather than allowing past problems or possible future adversity to influence your approach.
- Learn to manage criticism. When someone is criticizing you, learn to silence the critic (see Attitude section).

Notes

▶ **APPROACH TO FEEDBACK**



You are quite comfortable with feedback. You will accept advice willing and will work well within established guidelines. You may become so comfortable with feedback that you can come to rely upon it.

Coach's Corner

- You will feel most comfortable with a golf coach who has a well structured system with suitable guidelines.
- Express yourself on your goals and areas where you need coaching.
- Make certain that you understand the feedback you receive. If it is unclear, have it restated in a way that you can understand it.
- Explore conventional golf strategies before adopting unorthodox systems.

Notes

III. ATTITUDES AND ATTITUDE MANAGEMENT

"You create your own luck by the way you play. There is no such luck as bad luck. Fate has nothing to do with success or failure, because that is a negative philosophy that indicts one's confidence, and I'll have no part of it."

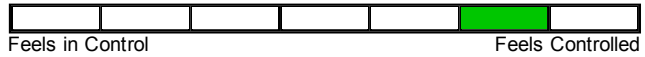
Greg Norman

III. ATTITUDES AND ATTITUDE MANAGEMENT

The feedback in this section discusses your attitudes and how they can affect your performance. Self confidence and dealing with pre-competition anxiety, sportsmanship and how you define success are all factors can have significant impact on how you play the game.

Your attitudes are something that you can control. If you take an approach that looks for ways to succeed you are already ahead of the competitor who looks for reasons not to succeed. Study this section and find out how you can start to take control of your attitudes and improve your game.

▶ **SELF CONFIDENCE**



Your profile suggests that you have below average self confidence at this time and may not feel that you have much control over events. This can be a result of recent personal setbacks or traumas or could be an ongoing issue. You appear to feel that you have little control over events and this may affect your performance. Self confidence is very important in golf and those without it may look to others for help. Learn to focus on your positive accomplishments and use the techniques at the bottom of this page.

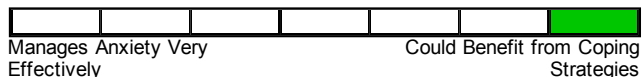
Coach's Corner

- Accept compliments with thanks.
- Review your strengths (as an golfer and in other aspects of your life).
- Feel good about the things you do well and reflect on your successes.
- When you do something well, reward yourself.

Notes

III. ATTITUDES AND ATTITUDE MANAGEMENT

▶ **MANAGING PRE-COMPETITION ANXIETY**



You experience a very high level of anxiety prior to competing. These symptoms are the result of how you approach the competition. If you place a high level of importance on your sporting career and really want to be seen as a successful athlete, the idea that several people are going to be evaluating your performance (e.g., coach, fans, teammates) could be making you nervous. It is the same reaction that most people experience when they are asked to read a speech in front of a large crowd.

Coach's Corner

- Establish a pre-game routine that allows you to relax and take your mind off the importance of the game. This may involve isolating yourself from your teammates, as they may add to your nerves.
- When you think about sport and the importance of being a good athlete, put it into perspective. Remember, it is just a game.
- Picture yourself having a successful performance before the game. This will build your confidence and also take your mind off the game for a minute. Use breathing exercises in conjunction with this technique in order to relax.
- Focus on your effort and what you can control and measure your performance by how hard you work rather than your results.

Notes

The Basics of Managing Pre-competition Anxiety (DELI Approach)

1. **D**ISCOVER SOURCES OF ANXIETY

When feeling stressed or not up to the challenge, it is important to identify the things that may be causing these feelings. A heavy workload, personal problems, conflict with others etc can create stress or anxiety. If you can discover and identify the source(s) of your anxiety you have taken the first step.

2. **E**VALUATE STRATEGIES USED TO DEAL WITH PROBLEMS

Once sources of problems are identified, you should look for coaching or advice on how to evaluating your approach to dealing with each problem. Determine if the approach is effective and whether it should be enhanced or discontinued.

3. **L**EARN APPROPRIATE STRATEGIES TO DEAL WITH ISSUES

When there is no effective strategy to deal with the issues that are causing problems, you should seek to develop new strategies that will minimize or eliminate the problems.

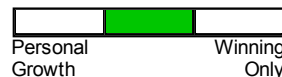
4. **I**NTEGRATE STRATEGIES INTO LIFESTYLE

Once strategies have been developed to deal with issues such as stress, nutrition etc, they should be integrated into your lifestyle so that they become habitual.

III. ATTITUDES AND ATTITUDE MANAGEMENT

▶ **DEFINING SUCCESS**

Defining Success examines how an athlete defines personal success and subsequently what motivates them to participate in competitive athletics. Achievement goal orientations are one of the most widely studied psychological constructs within the sport sciences and been used to predict a variety of sport specific behaviours such as cheating; violence; effort; goal setting; selfishness and others



You define success from both an internal and external perspective. In other words, you derive satisfaction from both your own personal improvements as well as the competitive outcome. You enjoy learning new techniques and are eager to use them during competitive situations. You often compare yourself with other players as a way of gauging how good you are, and use both personal and team statistics to define success. You may on occasion be prone to using illegal tactics as a way of gaining a performance advantage. Overall, you enjoy participating in sport both because you are able to learn new things and also because you can test these skills against other golfers.

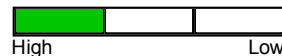
Coach's Corner

- Use your practice time effectively to learn new skills and then apply them during a competitive situation.
- Consider how your personal goals are going to help you compete and win.
- Maintain your balance between personal development and team success. Work hard in practice to get better personally and compete hard in competition so you (and your team) will win.

Notes

▶ **SPORTSMANSHIP**

Sportsmanship measures an athlete's attitudes towards Sportsmanship. Sportsmanship is a multidimensional construct that encompasses attitudes about cheating, respect for one's opponent, proper golf etiquette and the use of aggressive behavior.



Your responses to these items indicate that you respect both your opponent and the rules of golf. You appear to value playing by the rules and strive to be gracious whether or not you win. Your disposition allows you to compete to your full potential while maintaining a sense of respect and responsibility towards your opponent.

Coach's Corner

- Demonstrate your sportsmanship and let it be part of your reputation. Your good behaviors and attitudes may influence others.
- Let your teammates and the competition understand that no matter how hard you compete you will behave well after the competition, shaking hands acknowledging the opponent appropriately.

Notes

III. ATTITUDES AND ATTITUDE MANAGEMENT

▶ **ATHLETIC IDENTITY**



Athletic Identity measures the importance that an individual places on their athletic identity. Individuals whose athletic identity comprises a large proportion of their self-concept (i.e., how they define themselves) will be affected more by the events that occur within the sporting domain.

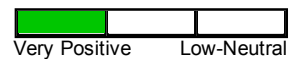
You are proud to be consider yourself an athlete and enjoy participating in competitive athletics. However, you perceive yourself to be much more than an athlete and do not allow your athletic accomplishments to define you. You understand that you occupy a variety of social roles and that each of these is equally important to your self-concept. You are a multidimensional individual and cannot be summed up in one word.

Coach's Corner

- Review your various roles (e.g. your personal and family relationships, your work, your athletic other interests, your other interests) and think about your strengths in all these areas. Having multiple talents is a blessing.
- Consider if any of your golf related talents can be used effectively elsewhere.

Notes

▶ **ATTITUDES ABOUT GOLFERS**



You feel that golfers are very much appreciated and well respected by people in society. Explore why you feel this way and you will be able to identify and focus on those strengths within yourself.

Coach's Corner

- You have a great attitude about athletes and should use that attitude to promote sport and fitness amongst your peers and others.

Notes

III. ATTITUDES AND ATTITUDE MANAGEMENT

The impact of an athlete's attitude is enormous. While a positive attitude is not absolutely essential to perform effectively, it is far preferable to be around athletes and others who look for the positive or up side of any issue rather than those who look at the negative side of issues. Those who are confident and look at sport in a positive light are more likely to be successful because they look for opportunities to succeed rather than reasons to fail. Attitudes are habitual ways of thinking and the best way to change a bad habit is to replace it with a good one. Managing an athlete's attitude is difficult work for a coach but there are techniques that can be used to help.

- Your attitude is 100% controllable. Take control of it.
- Always focus on the strengths of yourself, your own team, officials and even opponents (attempting to downplay the strength of an opponent creates a false reality and could lead to over-confidence).
- Become consciously competent (focus on what you do well as an golfer, athlete and a person).
- Emphasize and focus your strengths 90% of the time.
- Make positive statements about yourself.
- Reflect on your personal achievements and successes.
- You know the things that you would like to improve so take control of evaluating your own growth opportunities and spend 10% of your time addressing them.
- Set attainable goals to help you achieve new standards and grow in confidence.
- Reward yourself for hard work .
- Don't allow yourself to dwell on negative statements. Reinforce positive statements by agreeing to them or asking for them to be repeated.

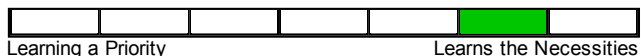
IV. COMMUNICATION STYLE

"It's what you learn after you know it all that counts."

John Wooden

IV. COMMUNICATION STYLE

▶ **Approach to Learning**



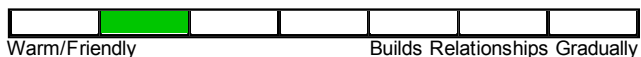
You prefer to learn only what is necessary to play the game effectively. You are likely to avoid complex technical or conceptual challenges unless they have a practical application for you. You are more likely to reach your potential in golf with clear, uncluttered guidance that provides the information that you need. You prefer clear instructions and like to focus on the key issues only.

Coach's Corner

- Make certain that you have understood the essential aspects of the golfing system that you are using.
- Focus on the essential skills that you will need to compete effectively.
- Identify fellow golfers who will be willing to provide you with help if you do not understand some aspect of the game.
- Evaluate your training needs on a regular basis so that you are able to identify possible areas for growth.

Notes

▶ **Social Orientation**



You are very sociable, quite cheerful, friendly and outgoing. You are enthusiastic and able to build relationships easily. You will be quite comfortable meeting other golfers and establishing business or social relationships with them.

Coach's Corner

- Your comfort dealing with other people and making them feel comfortable will help you and your peers enjoy practising or playing a round together. By being a good listener, you will be able to build good relationships with new people quickly.
- If the opportunity to give presentations presents itself, work on your skills as a speaker and presenter. By developing this aspect of your personality, it can enhance your success on the course or when doing business.
- Because you are very comfortable dealing with other people, you may an effective mentor for others in areas where you have demonstrable expertise.
- Be aware of the things that people like about you and make use of these things in building relationships. By being conscious of your strengths, you can continue to improve in all areas.

Notes

V. THE INNER GAME

"Don't be in such a hurry. That little white ball isn't going to run away from you."

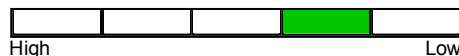
Patty Berg

"We create success on the course, primarily through our thoughts. "

Gary Player

V. THE INNER GAME

▶ Relaxed State of Concentration



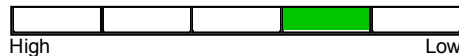
You are very relaxed and comfortable with the shot making process but may have trouble initiating your swing until everything is the way you that you feel it should be. You need to take control of your shot making by learning to focus better. When you have established your focus you will be better prepared to bring back your club head.

Coach's Corner

- Learn to analyze the situation and make certain that you have the shot-making capability to do what you plan to do.
- Develop your own personal ritual or routine prior to each shot (avoid using someone else's ritual).
- Focus your energy on a target and try to narrow it down to set your expectation (e.g. aim for not just the green but a specific mark or leaf on it).
- Learn to visualize your shot as part of your ritual.

Notes

▶ Developing Balance and Emotional Stability



You are currently showing signs that you are having some difficulty dealing with the stress of golf. Golfers who are do not manage their emotions effectively will have inconsistent performance on the course or practice tees. Emotionally intense competitions will be even more challenging.

Coach's Corner

- Identify the golfing challenges that cause you anxiety. Seek to understand the reason why.
- Look for strategies that will help you deal with the issues. There are many media sources that provide advise on managing anxiety or stress.
- Make sure that you are not rushing all the time to arrive at the course etc.
- Enjoy the side benefits of golf such as the beauty of the course etc.

Notes

V. THE INNER GAME

Building on Your Strengths

The key to improving in any aspect of life and golf is no different is to build on one's strengths rather than focus on weaknesses. To do that we must identify our strengths. As a golfer, you are no doubt aware of your ability on the course. It is important to look at these various abilities and identify which are strengths and which are opportunities for growth. Focus on your Strengths: The best foundation for personal development is recognizing what we do well and what we do not do well and learning from it. Top performers focus 90% of their developmental efforts on leveraging their strengths and 10% of their developmental efforts in areas where they are not yet fully competent. INSTRUCTIONS: Read your GolfPro report and list your top 5 strengths identified in the report. Also list 1 or 2 major opportunities for growth identified in the report.

Focus on your Strengths

Read your GolfPro report and list your top 5 strengths identified in the report. Also list 1 or 2 major opportunities for growth identified in the report.

STRENGTHS	OPPORTUNITIES FOR GROWTH
Capitalize on your strengths	Develop and grow

The People Behind the GolfPro™

The People Behind the GolfPro™

The **GolfPro™** for the Inner Golfer is a tool developed by the **Self Management Group (SMG)** in association with **Henry Brunton**, a Golf Magazine Top 100 Coach.

The **Self Management Group** of companies focuses on building high performance cultures. It was founded by John Marshall and associates in 1978 and has grown to one of the world's top performance management organizations.

John Marshall, Ph.D., who heads SMG, has a background in sports psychology as do some of his colleagues at SMG. John played hockey at Guelph and York Universities and is in the Guelph Gryphons Sports Hall of Fame for his achievements in hockey. He also played pro in the Philadelphia Flyers organization and coached hockey at York University and in Italy. John also consulted with the Quebec Nordique hockey team in the 1980's and 1990's on performance factors and player development.

Henry Brunton is one of the most recognizable names in Canadian golf and is one of the world's leading golf coaches and educators. He is the Royal Canadian Golf Association's National Golf Coach, the creator of the Canadian PGA's Teaching and Coaching Certification program, a CPGA Master Professional and the only Canadian listed among GOLF Magazine's Top 100 Teachers in America.

A resident of Stouffville, Ontario, Brunton has been a member of the Canadian PGA since 1984. In 2008, the Canadian PGA honored him with its highest standing – Master Professional. He was also named as the fourth Most Influential Person in Canadian Golf in rankings by Canada's National Post.

Since 2005, Brunton has been the first, and only, Canadian recognized by GOLF Magazine as one of America's "Top 100 Teachers," the publication's biennial survey of teaching excellence.

In addition to his work with the Canadian Men's and Junior Boys National Teams, Brunton also leads "Strive for Excellence," a comprehensive year-round coaching and training program for aspiring high-level junior and collegiate golfers at his home base at Eagles Nest G.C. near Toronto.