

A photograph of a golf course green with a hole and a white golf ball. The background is a blurred golf course with trees and a building under a clear sky.

The Science of Golf and Life

Learn life-changing strategies inspired by the game most loved
by the world's leaders in education, business & politics
...without ever picking up a club!

Debbie Crews, PhD and Candace Pert, PhD
with a forward by Dr. Joe Dispenza

Dedication



Dr. Candace Pert, PhD

June 26, 1946 - September 12, 2013

This book is dedicated to the late Dr. Candace Pert: a great scientist, wife, mother and friend. She has taught us all valuable lessons about science and life and how to be happy.

Acknowledgements

In the short time I knew Candace Pert she taught me some great lessons. She said “I always finish everything I start”, “Say what you would like to say!” “Tell the story!” I am not sure why she contacted me to write this book, but I am so grateful that she did.

A very special appreciation goes to Michael Ruff, Candace’s husband, who she dearly loved. Mike read this book and contributed to the completion after Candace’s passing on September 12, 2013.

I would also like to thank Trillium Sellers for assisting with the pictures for this book.

Dr. Debbie Crews

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FORWARD BY DR. JOE DISPENZA

To me, playing golf is a mystical experience. It involves a host of elements I'd like to mention, which makes it worth the time and the effort. It teaches us volumes about who we are and how we live our life. Just think about it. When we match our behaviors with our intentions, align our actions with our thoughts, and we get our mind and body working together, we move into that indescribable state of being that all who play crave so much. In that moment, we feel aligned with universal principles and the flow we experience somehow reaffirms our reason for existence with a reward--an elevated emotion. And in golf, there's instant feedback to let you know if you are accomplishing this feat of mind over matter—because golf is a game of the mind, and so is life.

Science has become the contemporary language of mysticism. With the advent of functional brain scans and various other modern technologies we are able to peer into the inner workings of the mind and body. When we can correlate what is going on inside of us with what we are consistently creating outside of us, that event creates a memory, and as a result, we are then biologically changed. And if we are able to keep doing it, we are on the verge of developing a skill.

Skills are subconscious programs that are acquired thru frequent successful repetition. A skill is when the body and the mind merge as one. Once the body knows as well as the conscious mind, we are in a natural state of being. This is the moment when it becomes effortless, easy, automatic, second nature, routine and familiar. We start to know that we know. Arriving at this level of competence though doesn't mean it's over.

There is our love-hate relationship with challenges, too. Why do so many of us hate challenges when we are first confronted by them, and then wildly swing like a pendulum into loving our trials the instant we overcome the adversity associated with them? It is because we have the innate desire to evolve. And the only way that we can grow is by being tested by circumstances in our environment, which cause us to adapt, change, become resilient and most importantly, move beyond limited states of mind and body based on past patterns of experiences.

As you'll learn in this book, we all have the choice to confront those challenging conditions on the course of life or on the course of links with the hormones of stress, which will mostly bring us to a lower denominator and cause us to function in limited ways, or we all can regulate more elevated feelings and master the present moment. When we lock into a more advantageous feeling, it brings us back to our healthier subconscious performance states—and we align the conscious mind with the innate abilities of our subconscious mind.

As you and I emotionally react to something or someone, there is a refractory period of chemicals that alter us. Learning how to shorten the chemical reaction is called emotional intelligence. Golf, like life, is about the management of this type of addictive energy. Selecting, creating, as well as accessing the 'right feeling' on command in the midst of chaos and then using that feeling to drive our actions is tantamount to being triumphant. The survival stress emotions knock the brain and body out of balance and our performance can be compromised. You know, frustration, anger, sadness and even fear, can make our game and our focus narrowed. The more elevated emotions that we can associate with, like confidence, empowerment, clarity, calmness, and joy, can create and will recreate positive outcomes. You will be given some very helpful tools in this work to master yourself and your emotional body.

The brain's job is to create meaning between our inner world and our outer world. Becoming conscious of our unconscious habits and behaviors allows us to self-correct. Because of the size of the frontal lobe—the crowning achievement of the human being—we can think about what we are thinking about, notice how we are behaving, and pay attention to how we are feeling. That ability is called metacognition. It is what allows us to modify our states of being in order to do a better job in life and produce more desirable ends. Golf teaches us this ability so we can take it into our lives.

The privilege of being a human being is that we can make thought more real than anything else. According to the latest research in neuroscience, by mentally rehearsing an action, inwardly planning a behavior, thinking about a future deed or even embracing an experience in our minds eye, we can install the new neurological hardware, which primes the brain to perceive the event as if it has already happened. And if we can repeat our mental practice enough times, reinforcing the circuits with a successful intentional experience over and over again, the hardware (OMIT program) becomes a software program, and now the task becomes more easily reproducible. The feeling that accompanies this level of expertise is a verifiable shift in brain chemistry and body physiology. It's quite intoxicating to feel self-satisfaction, personal triumph, coherence, and synchrony. I personally call this the natural state of being. That's when we physically arrive at the point in our destiny that the mind has intended. Thus, attention, intention, and self-regulating emotions are some of the important ingredients that will create the mix of wholeness. Stay tuned. You are about to learn a lot about this.

Both authors understand a concept called neuroplasticity and they use it to train individuals to master the game of golf and the game of life. Neuroplasticity is our brains' ability to physically change in structure and chemistry when an individual

changes something within themselves or outside of themselves. This means we are not hardwired to be a certain way. In fact, we are marvels of adaptability. Learn something new, make a different choice, demonstrate a diverse action, embrace a novel experience and create a new emotion and you will never be the same. The contrary is also true. Keep thinking, choosing, doing, experiencing and feeling the same way and you are no longer up-scaling your brain's circuitry or altering your genetic expression in any way. You see, by playing a good game of golf and overcoming yourself and the challenges that arise, you are changed forever.

Arriving at this end is what this book is about. Debbie Crews and Candace Pert have both been leaders in their respective fields. They have married science, experience, and age-old wisdom in order to demystify the experiences of golf and living so that you may enjoy the journey along the way.

This book is about what is possible for you on the course of your destiny—wherever it may be. Apply the principles taught in the pages that follow so that you can experience the truth for yourself and become your own scientist by tracking your own changes. I hope you enjoy this book as much as I did.

Dr. Joe Dispenza

*Best selling author of **Breaking the Habit of Being Yourself: How to Lose Your Mind and Create a New One. You Are the Placebo: Making Your Mind Matter, and Evolve Your Brain: The Science of Changing Your Mind.***

PREFACE BY DR. CANDACE PERT



When I received the invitation to speak at a “Golf Conference”, I was none too happy about it. First, I had done only one “keynote” conference lecture in the past 3 or 4 years at the American College of Energy Psychology. Second, I had been keeping my nose to the grindstone as founder and chief scientific officer of my demanding company, Rapid Laboratories, whose business was inventing and developing peptide drugs that could cure various diseases. Third, there was just no way to say no to motivational speaker Austin Vickers, who had arranged the invite to Phoenix, his home town.

Austin had acted as my business advisor and chief counselor since meeting him while taking part in his movie “The People versus the State of Illusion”. Austin got me the golf gig (what did I know about golf?) and piggybacked it onto a dinner/conference at his institute entitled “A One Night Stand with Candace Pert”.

What did interest me as I considered lecturing on golf is the theme of Austin’s movie: The tendency of human beings to stay in jail cells of their own creation.

How does an imaginary jail created by our own mind keep us from acting on and completing our deepest wishes and our fondest dreams? Whether it is winning the US Open, turning inventions into medicines available to people, or finding happiness with a committed mate, certainly my expertise as a brain scientist should be very relevant. Indeed, I had made a mini side-career talking about “how the brain works”

at conferences where life coaches, therapists, wellness instructors and others hoping to teach us how to lead the most fulfilling, joyous lives had convened. But I had learned through my own experiences that I shared in my book, *Everything You Need to Know to Feel Go(o)d*, as well as through my own work in the lab, that being the best we can be goes well beyond the brain.

Setting and achieving our goals effortlessly in golf and in life not only can happen, but is on the verge of being understood by new paradigm thinking. Neuroscientists used to think that the brain was cut off from the rest of the body by a barrier, and that we have all the brain cells we will ever have when we are five years old. The discoveries of the past 5-10 years have shattered that old paradigm. We now know that new brain cells and neurons are constantly forming and, in fact, many brain cells start out in our bone marrow in our bodies and travel through the bloodstream our entire life to become parts of our brain! This paradigm shift is as big as the one 600 years ago when people realized that the earth revolved around the sun and not vice versa. Somehow huge shifts in thinking cannot occur without consideration of the spiritual realm, the realm of the mysterious, the meta-physical, and the almost physical where scientific law has not yet crystallized. There has been a vocal group of scientists recently who equate science with atheism. There is an opposing group of scientists, astrophysicists and biologists like myself, who are thinking about the origin of the universe and the nature of physical matter (of which the human brain is probably the most complex form) who are thinking about a new synthesis that will prove that atheism is unscientific.

So I went to that golf conference, the Sixth World Scientific Congress of Golf directed and chaired by Dr. Debbie Crews. Debbie is not only recognized as one of the greatest pro golf instructors, but is also researcher of the Emotional Freedom Technique (EMT), one of the foundations of energy psychology, a potent and mysterious blend of

neurolinguistic programming, affirmations and tapping on acupuncture points that can rapidly change one's mindset—and hence life.

For years I have been stretching my understanding of the “Molecules of Emotion” – first through research in the lab and then followed by practical techniques to manage and understand them. To my surprise the conference taught not only the mechanics of golf but the quantum mechanics of the sport - a potent mix of old and new scientific worlds focused on developing the “performance mind”. There were leading-edge presentations of neurobiofeedback (where brain waves are coaxed into patterns that are best correlated with success in sports) combined with biofeedback linking in the body's responses. The weird thing about brain waves is that scientists don't really understand what causes them even though it is useful to train them empirically to change people's internal reactions to events happening in the outside world.

The opportunity to meet Dr. Denise McGuire, a golf performance coach with a trademark of “Get in The Zone” and promise of “mind-body tools for excellence” was part of why I was there. Denise, a consultant in Integrative Medicine at the University of Colorado, knew of me from that world (certainly not the world of golf!). The joining of Integrative Medicine with mainstream medicine (which sees the body strictly from the mechanical perspective) is what I call New Paradigm Medicine. This approach considers quantum mechanics and energy medicine along with the mechanical “fix it with nuts and bolts and stents and knives” approach. Most importantly, New Paradigm Medicine recognizes the importance of the mind (not the brain!) and emotions in health and disease.

I first become aware of The Zone through Dr. Gary Sears's book *The Zone*, before the title came to refer to a diet Dr. Sears had devised as the faculty advisor of the Stanford swim team. *The Zone*, according to Dr. Sears, is a state of playing a sport perfectly as

though time has stopped and the entire focus of your being is effortlessly creating perfect performance. I incorporated Denise's ideas into my presentation and began thinking about turning my lecture into a book that would apply this new paradigm of neuroscientific principles of getting in "The Zone", where golf would be a metaphor for the game of real life.

When I first saw Debbie Crews, or rather, sighted a large halo of very blond hair and a dazzling smile, I instantly knew she would be the one that would co-create my vision. Like two oppositely charged heavy particles drawn together by enormous forces we rushed together and hugged. We were destined to morph into a single creature of combined complementary knowledge born to release our heat and light into a book about golf that's actually a book about Life. Soon I realized that golf is simplified, ritualized life and the most advanced scientific ideas about the practical performance of the mind will help us with both. These ideas can help me and others live life "in The Zone".

I have been recently making great progress in training myself to live more and more in The Zone, where the flow of energy makes "trying" obsolete and effortlessness is the key to getting what you want. Training the mind to stay "in the gap" where intruding thoughts that get in the way of performance in The Zone disappear. Without the "monkey-mind" chatter of the past and future, we can live life in the present moment, the fulcrum for creating the most joyful and meaningful lives possible.

...with the added benefit of the best scores of our life as we play the game!

Dr. Candace Pert

INTRODUCTION BY DR. DEBBIE CREWS



As a doctoral student in the 1980s I came across research articles by Dr. Candace Pert. I was enthralled with the science as it related to sport and exercise psychology. Later I saw “What the Bleep do we Know” and again was amazed by the science and even more so by the person behind the science. After viewing “The People vs. The State of Illusion” an excellent documentary by Austin Vickers, a local lawyer and motivational speaker, I pursued the possibility of getting the stars of the documentary to the World Scientific Congress of Golf.

“Emotions” is a very important topic among golfers and they generally choose to avoid them. It was time to understand the value of emotions and the important role they play in performance. I was ecstatic to hear that Candace agreed to be a Keynote Presenter. I believe that some of the best insights into a field of research come from people outside the field. Candace is not familiar with golf and thus, can only share the wisdom of her research and her life experiences, which are among the top in the world of science and life.

My background has been in sport, exercise and science. “Attention” is my area of study, the brain’s representation of consciousness. So with Candace specializing in emotions and my study of attention in golf, I believe we cover two very important aspects of life and golf, thinking and feeling, the conscious and subconscious, mind and body.

After 30+ years of working with golfers I have come to realize that most of their life issues show up on the golf course, in their motion, and predicting their score. My approach has been to work on the specifics of their performance and to also work on the way they view the game and the glasses they put on! Studying brain and heart patterns of all level players and watching thousands of putts in my lab taught me aspects of the game I never would have learned on the lesson tee. Likewise, hours on the putting green and golf course with players of all levels taught me many things I would not have learned in the lab. These experiences have taught me that balance, synchrony, coherence, harmony are the keys to be successful in golf and life.

I hope this book provides you with metaphors to succeed at your own personal game and perhaps a vision to increase your success and happiness in life.

Dr. Debbie Crews



INTRODUCTION TO THE SCIENCE OF GOLF AND LIFE

The Science of Golf and Life conveys scientific knowledge to help us understand the patterns of golf and life. Golf is simply the arena through which we play out many of our life experiences, beliefs, patterns, and ways of “being.” Golf is a unique arena because the outcomes are immediate. The little white ball either flies or it does not. It either drops in the hole or it does not. And then there is all the gray area in the middle that comprises most of the game similar to the gray matter in our brains.

Gray matter in our brain is made up of neuronal cell bodies. The gray matter includes



regions of the brain involved in muscle control, sensory perception such as seeing and hearing, memory, emotions, and speech. While 20% of all oxygen taken in by the body goes to the brain, 95% of that goes specifically into the gray matter. Likewise, probably 95% of our golf game is spent in the gray area between hitting the best shot possible and dropping every putt or missing most every shot and putt. This book will attempt to explain successful

performance, unsuccessful performance and all the performance in the middle; similar to life. Performance is performance, so it doesn't matter if it is a life experience or a golf experience. It is the state of mind that will influence all of performance. Golf is a great metaphor of life for each and every one of us whether you play golf, putt-putt golf, or wouldn't touch a club if your life depended on it.

Science offers an understanding of why things work and why they don't work. Golf and life provide scenarios to study how the brain, body and mind (the system) work together to achieve whatever it is that makes us happy and successful. Once we understand how the system works, we can make it work for us to achieve our goals in golf and life.

Golf offers a variety of skills, challenges and rewards. The game will take us to the extremes of fun, challenge, emotions, focus and self-regulation. The golf world exemplifies a persona of cool, calm and collected to be associated with success. However, anyone who plays the game, and especially those who play golf for a living, will tell you otherwise. The mental and emotional self-regulation that takes place on the golf course makes the difference between success and non-success, enjoyment and despair, and fun and frustration.

The Science of Golf and Life provides the scientific basis to understanding how we “Do” what we choose to do and more importantly, how we “Be” who we choose to be both on and off the golf course. There are both levels of “being” who we choose to be, and the choice of which “subpersonality” we choose for the present situation in golf and life. Levels of being include the mind, conscious (awake), subconscious (storage of thoughts and feelings in the body), unconscious (asleep), emotions, feelings and connections among all of these.



The picture of connections might go like this. The mind is the director of the orchestra and likely exists outside the body. It conducts the performance but does not play any of the instruments. The brain is the recording device that lets us know information about the connections going on in the orchestra. EEGs can tell us what activity is going on at the surface of the brain (the cortex), which correlates with or reflects consciousness. However, the location of consciousness in the brain is still a mystery, and some of us neurophilosophers would say that consciousness is actually beyond the brain. Underneath the cortex are billions of pathways and connections that are working together to organize our intentions. The chemicals of the brain are constantly changing to create the electrical representation of the activity that we see in EEGs. Thus, the chemicals underlie the surface recordings since neurotransmitters and neuropeptides in the brain make neurons fire or determine whether a neuron is biased toward firing (excited) or biased against it.

We can change the chemicals to change the surface (consciousness) or we can change the surface (consciousness) to change the chemicals. It is a two-way street always interacting. After all the brain chemicals have been released from nerve endings, brain cells will change their vibrations just like every instrument in the orchestra (strings or metal or reeds or skins). When and what brain cells secrete chemicals

depends on the overall coherent pattern. Brain chemicals both cause the vibrations and are the effect of the vibrational pattern. The orchestra performs well when every instrument is performing well individually. However, that is not enough. Just like it is not enough to roll a good putt. If you really want to make the putt you must roll it into the hole. The mind, body, club, ball and target must all be interacting and coherent. On to golf and life!



CHAPTER 1: ANTICIPATE SUCCESS AND TEE IT UP!



The starter calls your name and it is time to tee it up. This is show time. It is about performance, not learning. We have already mentioned learning on the range and during practice. Of course we will learn while we are performing, but the brain operates differently for performance compared to learning. Research has used brain and heart pattern recordings to focus on three separate areas: motor learning, motor control and motor development. These patterns show what happens when we learn motion, how we perform motion under a variety of conditions once the skill is learned, and how learning and performance change over time from young children to elderly adults.

The preparation for performance begins much earlier than show time. Just as in life, the performance of any activity (a concert, a speech, a big meeting, a special date)

begins in our mind, brain and body way before the actual performance. To have an awareness of the preparation is key to setting ourselves up for success and happiness.



The parking lot is a good place to start imagining the game you will play today in golf. In life, every morning when you wake up is like driving into a parking lot for a new game. Take time to consciously breathe deeply (more about this later) and see exactly the success you are imaging for yourself in this game or on this day.

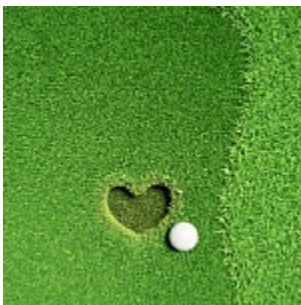
We get what we anticipate, what we think we deserve in both golf and life. How can that happen? The answer lies in how the brain organizes information and how it retrieves that information, so called memories. Golf has motor memories of a precise firing of thousands of neurons in finely tuned bursts and waves of energy moving through us faster than neurons can fire. It's a "chain" of behavior of muscles moving, body turning, and expressions of pleasure when the club head connects with the ball exactly as we intended and the ball goes precisely where we intended and anticipated. The feelings in our bodymind during all this are not observable like behavior is, but nevertheless our emotions are shaping everything from the beginning of the ideal intended swing to its end when we watch and respond to where the ball lands.



Just like information about the price of something in the market is determined by the barcode, the proper brain and muscle code for the ideal version of any golf swing one can make is encoded by, not a series of lines and spaces, but a unique vibration elicited by many molecules of emotion.

A massive amount of behavioral science shows that what makes a behavior strong and readily repeatable is not reward but the anticipation of reward. This is not surprising when you realize that brain mapping of molecules of emotion reveals them to be ubiquitously intertwined and interconnected even with the parts of the brain that are supposed to be “purely logical”. You can’t have a thought that is purely logical, e.g. adding a list of numbers in your head, without first entering that wet “logic board” in your brain via emotionally coded information.

Our brains secrete endorphins the feel good molecules which are the brain’s own morphine whether it is getting rewarded for a behavior or thinks it is about to be rewarded! When you anticipate success however you define it, you are setting your neurochemistry up to anticipate pleasure and reward. It is very difficult for animals or people to learn under the threat of punishment. Learning—and the retrieval of that learning during a performance—is most effective if it is motivated by the anticipation of endorphin-flowing, lovely behavior.



We have a choice of being guided by anticipated reward or fear-anticipation of punishment. The first attitude can be called “challenge”, an attitude that says it may be tough going here but “I CAN DO THIS”. The second attitude is one that can be called threat, where your mind is chattering “What can go

wrong?"

Anticipated reward versus anticipated punishment translates into challenge versus threat which translates into success versus failure, in golf and life. The system moves toward anticipated reward. When fear sets in we move into loss aversion and resort to our old patterns that are stored in our subconscious mind. Fear is an ancient pattern that promoted survival and hence survived in our brains from reptiles ---that ancient brain component remains in the back of our own head, the hindbrain whose powerful motivational patterns seldom reach consciousness! The subconscious mind is the one that is designed to keep us safe and protect us. It can sabotage us so we revert to old known patterns that have their source in fear, usually from a long forgotten event in our lives that had a powerful conditioning effect.

By contrast, the motivation of reward coming, the anticipation of pleasure, is very new in evolution and even more powerful. It involves an appreciation of the future and the ability to plan. It comes from the part of our brain which is so new that even chimpanzees don't have it: that great big prefrontal cortex behind our brow. It is the source of love, the antidote to fear. Reptiles lay hundreds of eggs and don't give them another thought. Mammals have just a few babies at a time and lavish them with affection and attention. Humans have none or bear one or two babies at a time. The human brain evolved to repress fear and make long-term sacrifices for a pleasurable future. People – not apes – can make conscious choices guided by the anticipation of deferred pleasure. People can plan for the future and program their brains to expect success rather than cower in the fear of what can go wrong. Our big prefrontal and frontal cortices allow us to choose and plan. Plan and choose. This is another way to say we can train ourselves to anticipate success. The rest of our brain and spinal cord are designed to somewhat automatically give us what we expect so the task in golf and life is to train ourselves to anticipate success.

Golfers and non-golfers who have been brought up on fear have the ability to switch to anticipated reward. Experience with tour players has shown that anticipated fear wears out after awhile. Like an addiction, the fear has to increase to have the same effect and eventually it doesn't work at all. However, there is no limit to anticipated reward. Players brought up on anticipated fear that switched to anticipated reward were not able to go back to fear and perform well. In other words, now they only play well with anticipated reward and fear no longer works.

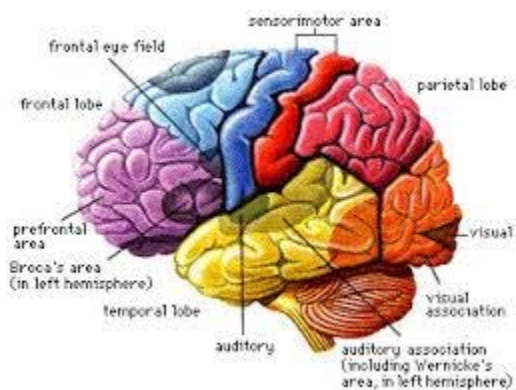
Businesses have followed a similar pattern. Instead of being afraid of making a mistake and losing their job, managers have put bonuses of all kinds in front of employees to help them achieve their goals. They work towards success instead of away from failure. Relationships flourish when the people involved work towards a common goal or picture of life together. There may be stumbling blocks along the way but the anticipation of the reward will carry them through.

Think positive! Accentuate the positive! Eliminate the negative! Positive thinking and optimism have been shown to be defining traits of tournament golfers. Success can be defined by the performer – we are not all going to be playing the US Open. Some golfers feel more successful if they swing the club the way they choose (feel good, process) and other golfers define success by score (numbers, outcome). The feelings of love of what we are doing and joy in the game are the source of success. Bliss is hard-wired in the brain with feel good endorphins mediating learning and pleasure more and more as we climb the evolutionary ladder.

Although we must be aware that the outside world defines success in golf by the numbers and does not care how we get them, the scientific truth is good scores come from anticipating success. Many aspects of our life are the same. We are highly

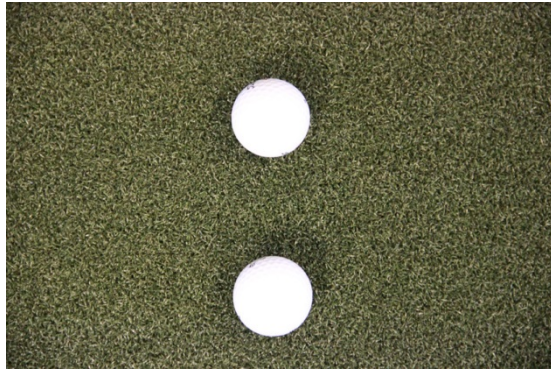
rewarded for the numbers we produce. But for many, this is not enough to enjoy our lives. Even folks with very high (or low in golf) numbers feel empty.

In life we may be more motivated by our feeling states vs. our achievements or vice-versa. It is important to know this about ourselves before we tee it up so we can be clear to ask for what we want. Clearly in golf and life we can ask for both good numbers and pleasure and then we are more likely to get both. It is our intention that brings to consciousness what we really want out of golf and life. The prefrontal cortex is involved in setting our intention.



So our intention, focus of attention and emotions are now in the motor cortex, just behind it, and this area of the brain allows us to make our moves. Now we translated our intention into energy and into motion.

Anticipate success for the sheer joy of it! The love of the game and its challenge instantly transports us into a successful state of mind.



CHAPTER 2: CHOOSE YOUR PERSPECTIVE!



Rose colored glasses, dark glasses, fun glasses and prescription glasses all have a different look and feel. Consciously or subconsciously, we are choosing our glasses for golf and life every minute of our lives. Regardless of what is going on in the outside world or the inside world for that matter, we always have a choice of which glasses to wear today. If the glasses we put on this morning aren't working, we can pick another pair. On great days we don't even need glasses. Everything is working in harmony in our mind, thoughts and emotions so we perform fantastically.

Life brings us a variety of experiences each and every minute. It is the glasses we wear that allow us to filter the information and select only the influences that serve us well. We tend to have positive emotional recall if we are in a good mood and negative emotional recall if we are not in a good mood. Unfortunately much of our mood and hence perception is not so easy to consciously control. Rather, brain

mapping studies of feel good endorphin receptors, our brain's natural morphines, and the molecular targets where prescription opioid pain-killers act have suggested how the mind works. We want to introduce here the term "bodymind" which is coined to express that the brain is part of the body and the whole body is an essential component of the mind. Emotions are the bridge between the mind and the body.

Emotions and bodily sensations are intricately intertwined. Golfers who tend to be emotional on the golf course also have the best sense of feel. They feel the great swings and they also feel everything that goes wrong in a swing. In turn, "feel" golfers tend to be more emotional. Highly sensitive people in life detect everyone's energy, or "vibes", and have a hard time being themselves.

One Future Tour player was playing the best golf of her life. She was paired in the tournament with a player that was hitting the ball all over the place and scoring poorly. The highly sensitive player started going downhill fast in the first four holes and no one could figure it out. After her long and hard 18 holes Debbie asked her if she was watching the other struggling player in her group. The answer was yes and she was feeling bad for her. As a result her game went to the same place. Golfers can watch the ball fly and roll, but they should never watch the golfer hit it.

So be aware that emotions are contagious. The forces surround and connect people and connect them as surely as molecules in a glass of water interact.

The emotional feel players can easily get addicted to the "feel" and believe that if the feel is not present, they can't perform. This is when it is time to pull out the ski gloves and use them to hit long shots, short shots and putts (put them on and take away the feel from the golfers). The good players quickly realize that they don't NEED to feel

the club and in some cases they are better off without the feel since they like to manipulate the ball going in the hole or flying through the air.

The players who are addicted to feel must use their consciousness with a strong intention to “get the ball in the hole” regardless of the feel and emotions of the day. In life, there are the good days and not so good days; however, we must still get the job done. It will depend more on our mind, thoughts and emotions to direct our motion and performance rather than feel. As long as we stay focused on the outcome, the system will find a way. It is a remarkable system!

Perceptions can be misleading in golf and life. What we think is good for us is not always good for us. We tend to drift towards what we like and what is comfortable for us. However, these can be misleading. On numerous occasions golfers have been putting at the lab and a misperception issue seems to be occurring. Each golfer rates the quality of feel of the putt (1-10, 10 is best) and we measure the outcome (in the hole or distance-measured error in cm). They are instructed to rate the feel regardless of whether the outcome is what they want or not (in the hole). Invariably there will be a golfer that may rate every putt that drops in the hole an “8” and the putts that they rate “10” miss on the right or left side consistently. This is telling us that the perception of what they are attempting to create in feel to sink the putt is not the feel that drops the ball in the hole. This is a major “miss feel”. The golfer has a choice: use the feel they like, or use the feel that makes putts. It is the option of doing it my way or the way that works. We have so many of the same situations in life. The feel that we like and often are most comfortable with is not the one that will lead us to success and happiness. The golfers that need to be “comfortable” to perform are not likely to get any better than where they are right now. They are running the same patterns over and over. It will be uncomfortable to reach the next level of success and happiness.

In the system it works like this. We have patterns of connections in the brain (habits) that will continue to exist unless we consciously (intention) choose to change the patterns. To do this we “shake up” the system so new patterns can form. In one study we gave four players a very different putter they had never before experienced. The activity in the brain increased in 26 out of 32 measures. This “shake up” allows us to create a new roadmap in the brain for success and performance. Within 20 putts or 10 minutes, they had adjusted to the new putter and performed well. Some players performed better than with their own trusted putter. The system is re-makeable!

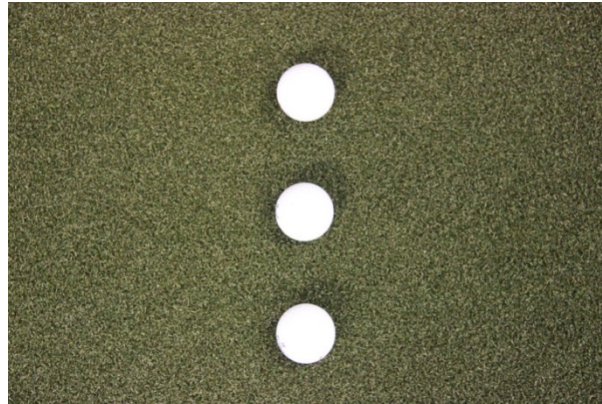
Feelings are as powerful as drugs. They become matter (receptors, ligands, etc.) Our physiological bodies can change by the emotions we feel. With positive optimism, challenge, excitement, etc. the predominant chemicals will be dopamine, endorphins, and opioids in the brain. With negativity, threat and/or fear, the predominant chemicals released will be cortisol, norepinephrine, and epinephrine. The chemicals released influence the frequencies in the brain and vice versa. Dr. David Hawkins revealed in his "Map of Consciousness" "unknown aspects of consciousness (Power vs. Force, 2002). With each progressive rise in the level of consciousness, the "frequency" or "vibration" of energy increases. Thus, higher consciousness radiates a beneficial and healing effect, verifiable in the human muscle response which stays strong in the presence of love and truth (applied kinesiology or muscle testing). In contrast, non-true or negative energy fields which "calibrate" below the level of integrity induce a weak muscle response. Dr. Hawkins' discovery of the difference between "power" and "force" has influenced the lives of people in business, advertising, education, psychology, medicine, law, and sport.

Every golfer knows that the day may lead us to frustration and negativity very quickly. However, that one putt all of a sudden drops in the hole or that drive splits the middle of the fairway and we are back on top. What happened to all the chemicals

of frustration and negativity? They are no longer there. It is a matter of good over evil. The frequency and chemicals of good always prevail and are much more powerful than evil, fear or negativity. When that great shot appears we have made a “quantum shift” and we are now playing quantum golf.

In life, a quantum shift may occur in a great presentation we make that even surprises us. We answer questions that we have never thought about before. Or perhaps the shift occurs when meeting someone for the first time and having an instantly easy connection. The “ah-ha” moments are regularly occurring quantum shifts.

When golfers rate the quality of their shot (1-10, 10 is high) many players won't say “10” because they believe it is perfect and unattainable. Other players assess “10” on shots and putts, but it is the “12” that indicates the quantum shift. The bar has now been raised and the golfer is at a new level of performance, commonly known as reaching the next level in golf and life. So choose your glasses wisely for golf and life since they influence the outcome of every experience we have at every moment in time.



CHAPTER 3: CREATE YOUR DAY, CREATE YOUR ROUND, CREATE EVERY SHOT!



Create your pictures, sounds, feels in life. The body has an amazing ability to create new cells, new pathways and new connections even into old age. Awareness is the property of the whole organism: the mind, the body and emotions. Great performance (including the “ZONE”) in golf and life is defined as a state of heightened sensory awareness. This includes every sensory system we have: visual, auditory, kinesthetic, olfactory, gustatory, and most importantly our 6th sense: intuition.

Awareness and our sensory systems are used to form images. The ability to image is one of the most powerful techniques in golf and life. Imagery is creating or recreating an experience in your mind. Imagining what we would like to have happen can incorporate all of our senses, and the more senses we use the better we can program

ourselves to perform. If we can imagine the performance, whether it's a special project, a speaking engagement or a blind date, we can create it. If we can't imagine it, it will be difficult to experience or perform. A suggestion would be to pick another shot or travel a different way. There are so many roads that lead to the same destination: just look at any map or GPS for variances on the fastest route, the number of highways or scenic routes. If our system can't see, hear or feel the path, it will have a very hard time programming it.



On good days the images easily appear from our bodymind. These are the days when everything is flowing in our life. On challenging days the images may be blurred or non-existent. On those days we can draw and create the image consciously (intention).



When the line for the putt doesn't appear, draw or paint it using your mind. Get the blueprint out! The brain will now have a template to start with and it is very good at adjusting, from a subconscious level, to get the ball in the hole. What is important is to include the intention of getting the ball in the hole.

Programming and sensing the endpoint of the project or hole will help create the blueprint. One collegiate player claimed that she would plan a right to left break into the cup and when she looked up her ball rolled left to right, right into the cup!

The plan or image created is critical for creating the motion. However, the subconscious mind has say in the matter since it is swinging the club. The subconscious mind has access to far more information, emotion and feel than the conscious mind. So if the subconscious senses the ball will fly or roll better from the other side of the cup or stick than our original plan, it will create the modified plan as long as the goal includes the cup or flagstick in the shot. The subconscious is amazing!

A golf study testing imagery with 10 US Open female golfers showed the same patterns of activity in the brain when golfers imaged the 20 putts compared to actually putting the same 20 putts. The only difference was the intensity of the activity which was higher when actually putting. So imagery is creating active brain patterns for performance. As soon we walk on the green or tee, the emotions and bodymind are programming the motion.

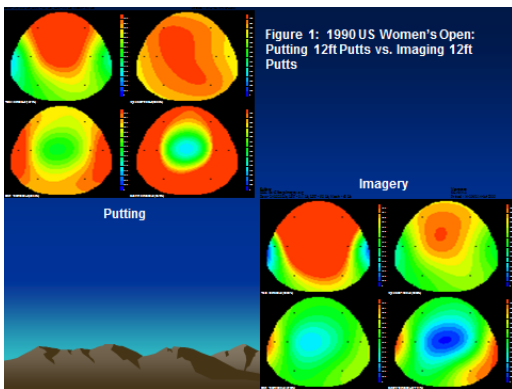


Figure 1: 1990 US Women's Open: Putting 12ft Putts vs. Imaging 12ft Putts

Brain patterns of 12 US open players while putting (top left) and imaging (bottom right) the same 12ft putts into the hole. The pattern is the same but the intensity is higher for actual putting compared to imaging.

Researchers have attempted to explain the mechanisms by which imagery works.

Perhaps the most well accepted theory comes from Jeannerod (1995). As the brain creates the image of the experience, there is “leakage” that travels to the muscles and prepares them for the performance. Imagery can be internal (seeing from the inside out) or external (like watching it on TV). When the images are more internal, vivid or controlled in real time using all our senses with positive emotion, we perform better. This is similar to turning on our favorite music and having a hard time sitting still.



Music is magic! It influences thoughts, feelings, emotions, motion, and every cell in our bodymind. Almost every golfer will tell the story of having a song stuck in their head for 18 holes and playing GREAT golf. Music is therapy for the golf course and life!

Imaging a negative outcome is detrimental to performance but neutral and positive images are equal in their effect on performance (Taylor & Shaw, 2002). So we don't have to always see the ball go in the hole first, but we don't want to see it missing (Beilock, Afremow, Rabe, & Carr, 2001). Imaging nervousness and negative thoughts followed by a positive outcome can improve performance (DeLaPena & Murray, 2007). Being honest with your self may be more important than being positive as long as we follow it with a positive outcome thought/feel. We occasionally hit undesirable golf shots and when we admit that to ourselves, in a socially acceptable way (i.e. not yelling and throwing clubs) that "the shot was awful", at least the conscious and subconscious are on the same page and we can move forward. If the conscious is saying "oh it's ok, there are 15 holes left" and the subconscious is saying "that was the worst shot you hit in the past 3 months" the conscious and subconscious are having a disagreement. Once we get them both on the same page "not our best shot" we can move forward! The system always wants us to simply make a plan. The next statement to our undesirable shot is "so what are you going to do about it?" Now our system can operate with a plan!

We experience this daily in life. We have our list for the day and begin to follow it when interruptions change the order and events very quickly. If we stay neutral to positive and let the day somewhat organize itself we usually find that at the end of the day, most items were accomplished. At least the most important items were completed if the plans were altered appropriately to achieve them. So goes our day in life, and so goes our round in golf.

What is most important is the last focus of attention (consciousness) right before the motion begins (i.e., putt, pitch, full swing). This is what is being programmed directly to the muscles. This we can regulate! The system self-regulates according to the image! If the last focus is the lake on the right or the out of bounds on the left, that is most likely where our ball is going. Or, if the conscious is focused on the lake on the right, our subconscious may come in with its great ability “to protect and save us” and duck hook the ball into the out of bounds on the left. Getting these two minds (conscious and subconscious) on the same page is worth winning in golf and life.

Mindfulness, or having a non-judgmental awareness of what is in our thoughts and emotions, is gaining priority in life. To enjoy life more fully and to direct it from the inside instead rather than the outside clearly makes a difference in our outcomes.

There are many potential uses of imagery in golf and life. Vision boards are made for this very reason. Having a picture of our future intentions in life will create the pathways to get there. This occurs with the ball in golf. A clear image (see, feel, sense) of the ball flying to the target programs the motion to create the outcome. Best performers use metaphors as well to create images that elicit best performance and happiness. If we can make it “be something” to us then we can do something with it. Instead of dragging that undesirable shot around with us for the rest of the 18 holes, perhaps we could park it in the trees and go on with our round. The bodymind will understand this action and let go of the event.

Another option is to incorporate the image of the swing that will be used to send the ball to the target. Imaging recovery from poor shots can facilitate resilience on the golf course. It is not necessary to image the missed shot, only the recovery. Imagery is used to enhance psychological skills such as focus, confidence, and emotional self-regulation (Weinberg & Gould, 2010, 2010). We also use imagery to help us recover

from injury (Bull & Shambrook, 1996). It allows us to (a) stay in the game when we can't physically practice, and (b) heal ourselves.

The bodymind has an *amazing* ability to heal itself as proven in the study of Psychoneuro-immunology: the study of the interaction of our psychological, neurological and immune system. If we can heal our self in life, we can certainly heal ourselves on the golf course.

Lastly, a very important use of imagery is the image of ourselves. Once this image is defined we can choose images we would like to work towards and practice being that person in our mind. Kids are GREAT at this!



They can imagine being Phil Mickelson and winning the British Open on the 18th hole with no problem. Debbie has had golfers who swing great when they imagine being any player but themselves. One senior tour player had the “yips” (uncontrollable jerking or spasm) while starting his full swing. He froze at the beginning of the swing and may have taken 4-8s to start the swing, even in practice. However, as soon as he imagined using Annika Sorenstam’s swing (that he loved), he hit the ball fine with no hesitation.

In life we use the term “fake it until you make it” which implies the same concept. From where I am today I may not see/feel myself winning a tournament or getting a promotion but I don't have to say when or how it will happen. If I can start **assuming** it will happen when it is my time and act as if I have achieved it, it is more likely to

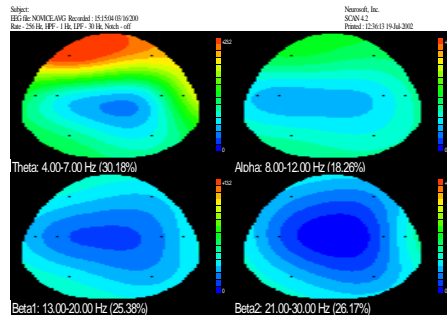
come by the Law of Attraction. This works by wiring the correct paths in the brain to achieve what we desire.

Every shot in golf is created no matter how much we have practiced. We have one chance to hit the ball to the target under these conditions and the way we feel *today*, and we will never have the same opportunity again. Live this moment! Instead of thinking repeat (same old swing) and execute (cutting off the head), it would be advantageous to engage the right hemisphere in the process and create a great shot, round, or day! “Create” engages the right (creative) hemisphere and balances out the brain since we are usually left (logical) hemisphere-dominant as adults. It is the synchrony or coherence between the two hemispheres (mind/brain) that allows us to be synchronous in our swing (subconscious/body) and perform our best.

When golfers finish school and start playing mini tours they often put all their eggs (balls) in one basket (golf) and often perform worse. Some may have a good start due to the reduced stress of school and golf, but it often catches up with them. Without balance of other activities in life, it is challenging to perform well day after day. Adding balance (hobbies, sports, classes, relationships, etc.) solves the problem of players “becoming” their game because life should come before golf no matter how dedicated we are to the game.

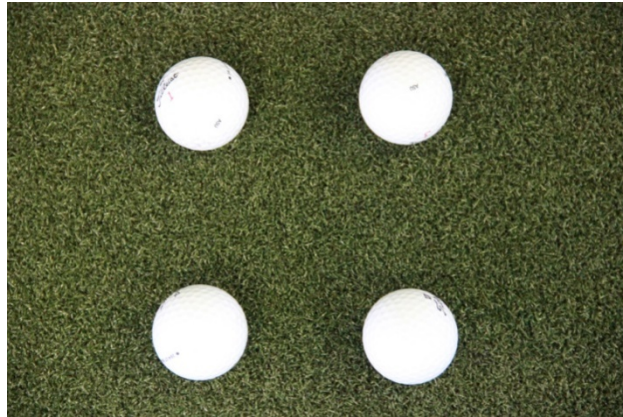


In life we perform best and exude happiness when we are in balance. The older we get the more important balance is in our life. As we age the strategies we use to achieve success are likely to change, but we can still accomplish what we choose if we are open to doing it differently. The successful brain and heart patterns of older golfers actually reverse from their younger days. The bodymind figures it out!



Unbalanced (Novice) - Balanced (Elite)

Brain patterns of new golfers (left) are not as synchronized as elite players (right -all four maps looking the same). Top left map in each set is theta (4-7 Hz), top right is alpha (8-12 Hz), bottom left is beta (13-20 Hz) and bottom right is beta2 (21-30 Hz). Bright color (red) is more activity while blue is less activity.



CHAPTER 4: EVERY DAY IS A BRAND NEW HOLE! EVERY PROJECT IS A BRAND NEW SHOT!



Starting and “starting over” are very important skills for golf and life! Some people have trouble getting up in the morning and those same people probably have trouble getting going during the first 3-4 holes. Other people get somewhat board in the middle of the day or the middle holes on the course. Lastly, some people either limp into the finish line or alternatively sprint into the final 3 holes and perform their best. Knowing our patterns is the first important factor and changing them is another, if we choose to change them. We set the stage for every performance in golf and life and how we set the stage in the beginning is critical for creating the end result.



An effective technique to help players start fresh is to draw a line on the score card every 3 holes. This is to remind us to

start again. No matter what the past has been, make a goal for the next 3 holes and start again. Ideally we would like to start again on every shot; however, when it is going well we can connect the dots (connect the momentum) and if it is not going well we want to disconnect the dots (break the momentum). The activity in the brain can easily get stuck in old patterns that may not work for us. Especially if we add negative emotion and increased adrenaline. In times of distress we are likely to resort to old patterns to save us. This is what the system knows and is comfortable with (subconscious mind). However, we will be more successful if we break the old patterns using our conscious mind fueled by emotions. Without emotions it is very hard to make a change and in fact it may even be impossible!

In life we can separate our day into 3 sections: morning, afternoon and evening. We have the ability to start again at any time we choose. We don't have to wait until the first 9 holes (or lunch) is over. We don't have to wait until this hole or this hour is over to start again because we have this choice at any point during the day or round. In the bodymind we clear the slate and break the neuronal patterns (pathways) that are currently running. We can drop in a new song, movie goal or whatever else we need to create what we desire. Doing the same thing over and over is the definition of insanity. Choose sanity!

So how do we start? An important place to start is goal setting, or to simply to ask ourselves what we want. Setting goals channels our attention and motivates us to pursue our intentions. Conscious goals engage the subconscious to filter information and only let in goal-relevant information without overload. Motivation is our inherent desire to approach or avoid a situation based on reward or threat of that situation, cultivating either an "approach mindset" or an "avoid mindset", defined by challenge or threat in the world of sport. If it is challenge we move toward the activity and if it is threat we move away from it.

An approach or avoid mindset influences the chemicals in the brain and the patterns of electrical activity (Vorhauser-Smith, 2011). It is the balance of chemicals in the brain that underlie motivation and the balance of brain activation that underlies attention and great performance in golf. An approach mindset releases dopamine in the brain. Dopamine is a neurotransmitter (or chemical in the brain) that either increases or reduces the activity of neurons (nerve cells).

An “avoid” mindset releases serotonin. Serotonin is a naturally occurring chemical in the brain (a neurotransmitter) that is responsible, in part, for regulating brain functions such as mood, appetite, sleep, learning and memory. Stress causes the release of adrenaline (a hormone that is secreted by the adrenal medulla in response to stress and increases heart rate, blood pressure, blood levels of glucose and lipids) and cortisol (the stress hormone). Cortisol is a hormone released by the cortex (outer portion of the adrenal gland) when a person is under stress. Excessive stress causes the release of these chemicals in the body and we go into fight, flight, or freeze mode. Burnout results from excessive exposure to cortisol over a long period of time, defined as physical, psychological and emotional exhaustion. The treatment for burnout is time off and in golf we usually take a week off or perhaps a month off. In life we change our patterns in an attempt to reduce the stress of the outside and inside world. We take time off in any way we can: emotional breaks, thinking breaks, physical breaks, music breaks, etc.

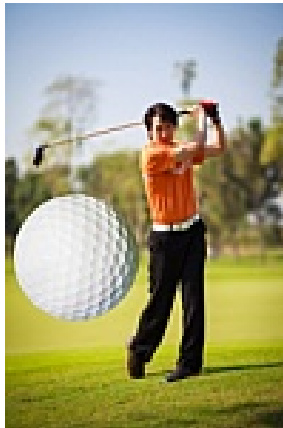
The basal ganglia, (back lower part of the brain), stores all our experiences and allows us to run on automatic (Vorhauser-Smith, 2011). The prefrontal cortex (behind the forehead) holds information in working memory and conducts conscious processing. It allows us to deal with new complex issues. Anticipated reward engages the prefrontal cortex using dopamine and works with the limbic system. Threat shuts down the prefrontal cortex (conscious control) due to the release of stress hormones.

Threat causes us to run old patterns for self-preservation. This is when our old swing patterns show up. Under stress the dominant response will be present.

Creating the day, round, shot in golf and every project in life is the way to keep balance or synchrony in our system. "Create" lays the ground work for anticipated reward. We prefer to know what is coming in our day at work, or our important event, or where the ball is flying before we hit it. However, that would be predicting the future. It is that little percentage of the unknown in every shot and every day that keeps us focused and engaged in what we are doing and who we are being at every moment in time. It is very valuable!



CHAPTER 5: CALL YOUR SHOTS



At the beginning of every hole and every shot the golfer is asked to “call their shot” which means to clearly define their intention. The language used is strong, clear and precise (e.g., “down the middle of the fairway with a 10 yard draw to land and roll to the 150 marker”) rather than weak, hopeful, and general (e.g., “well I will try to just hit it in the fairway”) if they are performing well. The first language described sends a

clear message to the system to create exactly what we would like programmed. The second message begs for forgiveness before hitting the shot. The system simply wants a set of instructions and it will give us the results the best it can today. Be strong enough to ask for what you want. You may get it!

We are defined by our decisions! The interesting news is that our feelings know more than we do (Lehrer, 2009). They have access to so much more information (subconscious) than what can be held in the conscious brain at any one point in time. Simple decisions are made by the prefrontal cortex. When it comes to harder decisions we use emotions to help guide our decision making. It is important to verbalize what we are thinking and then sense the feelings that accompany the words. The feel will guide us to a better decision. Thus, we sometimes have battles between logic and emotion yet it is the emotion that knows the whole picture. A brain that can't feel can't decide (Lehrer, 2009).

A good example in golf is club selection. We come to the par three and go through our routine to select the right club. Everything from logic tells us it is a 7 iron (distance, wind, trouble locations, pin, etc.). Then we get over the ball with our 7 iron and we look out at the target and this little voice is screaming at us – “8 iron”. Which one do we hit, 7 or 8? The correct club would be the 8 iron since the subconscious mind has access to so much more information (how we feel today, the feel of the shot, past experiences, etc.).

In life it may be a matter of deciding what job to take, what book to read next, or what to eat for dinner. If we run each scenario through our thoughts and sense the feel that accompanies the thought, it can become very clear to us. If it does not become clear, it is likely that more information is coming or available. It will become clear when we have all the pieces of the puzzle. This is a skill that we practice. We are practicing

listening and really hearing what our subconscious is telling us through feel. Then the final step is to have the courage to follow the feel especially in opposition to logic or past patterns. These skills can be practiced both on and off the golf course. Driving in our car, waiting in the grocery line, etc. provide an opportunity to practice thinking and feeling. We can even use our feel to decide which groceries to buy instead of only our list.

In golf and life we experience every emotion to the extreme. We often feel too emotional and it is the emotions that start running our game. When anything starts running our game (thoughts, feelings, the little white ball, the story of the day, etc.) or our life, we are not in charge and this is not good for performance. The way it works in our system is that the rational brain can't silence emotions, but it can help figure out which ones to follow (Lehrer, 2009). Rational people have fear but they regulate it better with the prefrontal cortex. It is the prefrontal cortex that can hold small amounts of information at a time and make decisions without being flooded with emotions. However, when emotions are running high our system goes into "loss aversion" and this can make us irrational and risk seeking (as discussed previously). We do everything we can to reduce our losses. The anxiety and fear areas of the brain are alerted and we work to minimize loss instead of staying focused on what we want. When we miss a shot and we think we have to make up for it on the next shot we make poor decisions. This is when our hero shots appear. Some of these hero shots work as long as the conscious and subconscious both agree with the decision that is made. Many of them do not work (the conscious and subconscious are not in agreement).

We often use the word "commit" in golf. Once we call our shot we commit to it. We think if we just commit to the shot it will work. This is true as long as our thoughts and feel both commit, not just our thoughts. And they must stay committed to the

finish of the swing. Being certain (committed) really means you aren't worried about being wrong. In life it is the same. When we commit to a project, or a relationship, or a job it is a commitment to the end, where ever the end is defined. For golfers it is usually 9 or 18 holes. In life we may commit to a job for the next 5 years and then reevaluate. It is important to continually reevaluate if this commitment is serving us well or if a new path is desired. These are challenging decisions but now we know how to make good decisions using our thoughts, feelings and emotions.



Golfer leading "Feathers" a Clydesdale horse.

Horse therapy illustrates this point very easily by working with draft (2,000 lb.) horses to overcome fear and self-doubt. The horse will only respond and do what the golfer asks if the golfer is in a strong confident state, or in charge. Then the horse feels safe and will follow the requests, similar to our subconscious mind. Otherwise the horse will not respond or will respond similar to the golfer. Horses mirror our emotions so the horse will act the same as the person feels. If the golfer is anxious, the horse is anxious. If the golfer is frustrated, the horse is frustrated. Once the horse

trains the golfer to be in a strong confident state, the golfer simply looks at the goal of where they choose to walk the horse, and the horse follows beautifully.



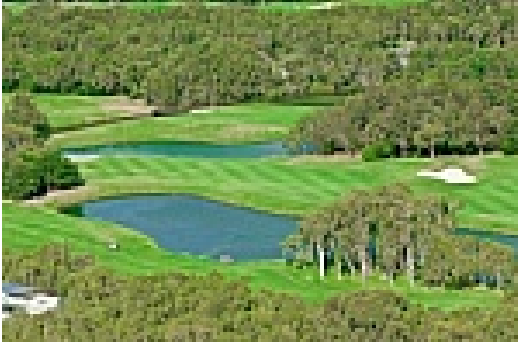
If the golfer is concerned about getting stepped on and focuses on what the horse is doing, the horse does not follow beautifully. It would be the same as being concerned about the swing in golf instead of the target. If the golfer focuses on where they want the ball to go, the subconscious will figure it out and get it there.

The horse is the ball in golf. It simply follows the emotions of the golfer.



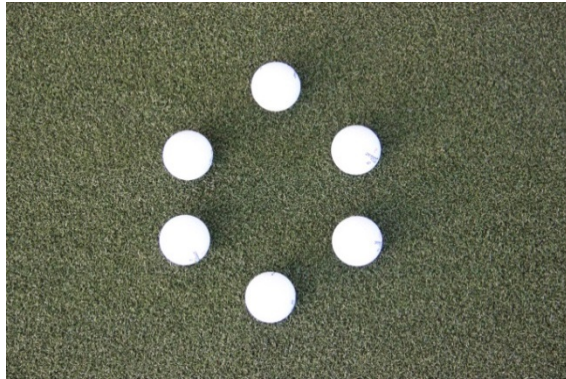
The rational brain can distort our sense of reality in golf and life (Lehrer, 2009). We are good at justifying what we want (driver vs. 3 wood off the tee). In fact, we can justify most anything we want, like eating a second dessert.

What happens is that instead of analyzing the facts, we justify the decision we have already made. We find enough support for the decision we want (more distance is always better so hit the driver). Another approach is to use our emotions, and we can trust the emotions we feel. Emotions tell us accurately what we feel without justification. We can justify hitting the driver with our conscious mind (more distance is always better), while the subconscious feels that we will never make it over the trap. We must decide!



According to research (Lehrer, 2009), the best way to decide is to look at all the options, then distract yourself, and then decide. The distraction in the middle will get our prefrontal cortex out of the way and any worry and fear will subside. The final decision will be made by our intuition.

Intuition knows the best because the thoughts and feelings have been integrated by our mind. Great coaches, teachers, CEOs, directors have a strong intuitive mind and the courage to follow it. A recent study in golf showed that informed choice guided by experience of positive and negative effects leads to better decisions and enhanced performance (Gnagy & Bartholomew, 2012). So look at all your options, access your feelings, distract yourself if possible, and then call your shot in golf and life.



CHAPTER 6: BE THE BALL



Caddy Shack had it right when they used the line “Be the Ball!” The ball is our mirror and golf is a transfer of energy. What energy would you like to give to the ball? “Watch this!” or “PLEASE go in the hole” or “I just want to get it close!” or “Missing is not an option!” The ball responds to the transfer of energy, our energy. Our energy is fueled by our emotions. If we like what the ball is doing it comes from us and if we don’t like what it is doing it comes from us. We are first, motion is second and the little white ball is third, ALWAYS in that order.



Please don’t make the little white ball first! We are in charge, we run the show, we call the shots. We tell the little white ball where to go and how to get there.

The flow of energy and information throughout the bodymind is termed “tensegrity,” coined in the 1960’s by Dr. Buckminster, an architect who built domes. The term

means “tensional integrity”, a quality that makes it possible for a structure to yield increasingly without breaking or coming apart. The structure has the strength and durability of a rock hard golf ball, yet can flex and be fluid at the same time. It has integrity. Isn’t this a great characteristic for life! To be strong yet adaptable, and to be durable while smoothly accelerating through the golf swing and in life will create success and happiness.

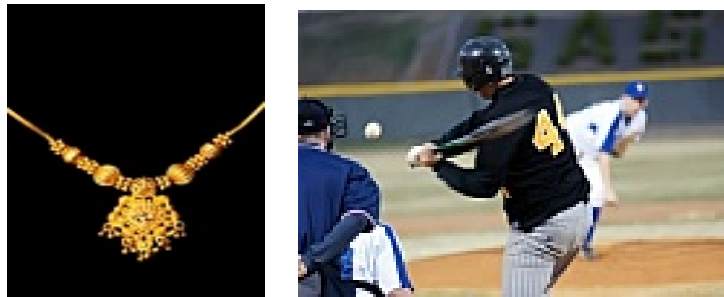
Golf now offers us the opportunity to get “fit” for a golf ball. So statistically we can find a ball that fits our game. Energetically it would be a ball that also fits our thoughts, feelings and emotions. If the ball doesn’t fit our energy it will not work anyway. In life, we can be told by experts what is best for us, but if it doesn’t fit energetically with our “being” it will not be the best choice.

Every hole has a ball washer to keep the ball clean for a smooth transfer of energy. Dirt and outside influences will not interfere with the connection we have with the ball. We clean up daily in life as well and we can do it as often as we choose.

Some golfers choose not to wash their ball when the ball is flying great! This is an example of great energy transfer that may be more important than a clean ball. In life if things are working, keep them no matter how illogical it may seem. Energy connections are far more important than logical connections.

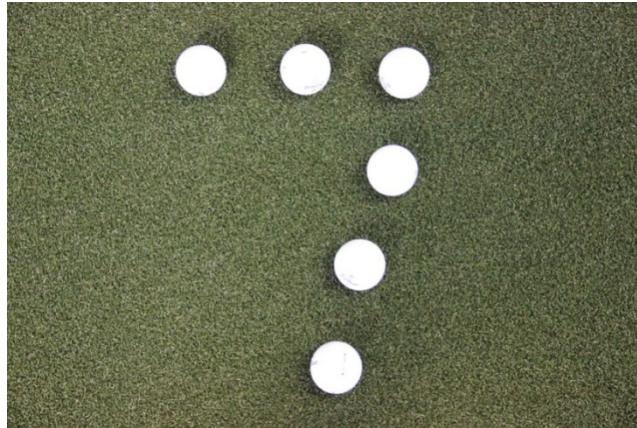
Lastly, we can change balls every hole if we choose. In other words, if what you are doing isn’t working, do something else. Golfers have this innate tenacity to keep doing the same thing because they believe it is the “right” thing to do and eventually it will work. This turns into force and trying too hard, and neither one of these will allow for a smooth transfer of energy. They will only interfere with performance and happiness. A Rule of 3s often works best. If the bodymind hasn’t figured out the

problem and corrected it in three attempts, do something different. Stop giving away strokes. The same principle applies to life. Three times is a charm and three strikes and you're out.



An example is a college team player in the lab putting 12 ft. putts. She missed every putt (at least 8) on the low side of the hole. She was finally asked “are you going to miss the next putt on the low side of the hole?” It was like she woke up! The next putt was missed on the high side of the hole and the next putt went in! Please don't stay on the low side. It is our choice in life to be on the high side of everything we do. Instead of the ‘victim” we become the leader! A putt on the low side never has a chance to go in the hole. A high side putt always has a chance for success and we can plan the putt to stop within 3ft (or less) of the hole. Even if the high side putt misses the hole they usually end up closer to the hole than a low side putt that catches the break and takes off on us. And please don't be short. That ball never had a chance to go in. Leaving an easy second putt is a case of already planning on having a second putt. Put every opportunity into the first putt, the first time we do anything in life. If there is a second putt we will still be closer to success if we stay on the high side and are equal or passed the hole. Live on the high side of life; go for the first putt with intelligence and emotion.

The same principle of intelligence and emotion applies to the club. If the club isn't working well today, pick another one. There are 14 clubs in the bag. Most golfers have a favorite club and a least favorite club. This is purely a function of energy connection and transfer. It is a predictor of success and outcome. The energy patterns can be changed with intention, attention and emotion. Remember that change allows us to create new pathways in the brain. While routines are very important for getting through a round of golf and life, it is a good exercise to do something new and different (simple, small changes) every day to remind our system that we are making changes and moving forward. This exercise will engage the right hemisphere to create "new and different" for our lives!



CHAPTER 7: PLAY WITH AUTHORITY



It is the energy behind the intention that determines success and happiness. The intention alone is not enough. Emotions fuel our intentions. Playing with authority simply means that the energy behind the intention is strong and in charge. In life “strong and in charge” sends clear messages to others without ambiguity. They will be sent in our own style and personality, but the energy behind them is clear. Of course we receive messages as well, but it will be easier to receive clear messages if we are in this same state of mind.

Putting is an attitude and “attitude is everything”. The attitude is authority. The more challenging the putt, the more authority required to get the ball in the hole. Our energy must match the difficulty of the putt. So the more challenging the situation, the more authority we exude, the better we perform. There have been some beautiful putting strokes with very little authority behind them with the ball ending up close to

the hole, but often not in the hole. Life often provides us with challenges, many of them unexpected. We may be looking at the situation and wondering how we will ever get through this project or event. However, if we can meet the challenge and match the energy, then we can rise to the occasion and be successful.

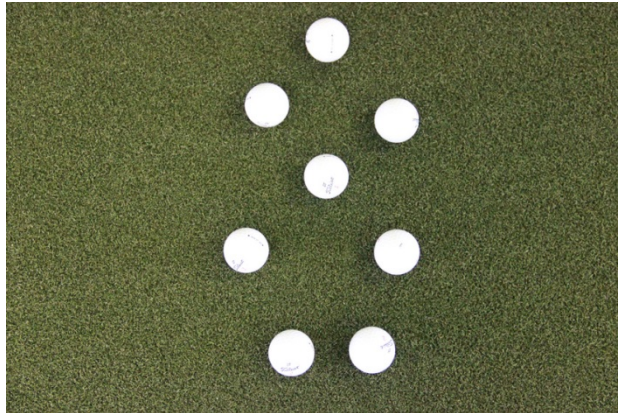
Best performers in golf and life seek challenge, focus their attention appropriately, have a defined support system, and are autonomous (Vorhauser-Smith, 2011). They are in charge of their own golf game and their own life. They call their own shots and are responsible for their own swing. Expert performers use creativity, intuition, focus and neural efficiency.

To continue being successful it is important to be conscious of our attributions (how we label our successes and nonsuccesses). Research suggests that successful attributions are best if they are internal, stable, within our perceived control and general (not detailed) such as “I hit that shot well because I used my routine like always!”. These attributions belong to our inside world. But are they enough? What if we also attribute our success to connections and relationships (the inside and outside world)? “I hit that shot well because I made a good decision (conscious and subconscious connected) and felt connected (body, club, ball and target). In this example we are connecting our inside world (bodymind) with our outside world (club, ball and target). Once again, rolling a good putt is not enough. We must roll it into the hole. This connects our inside and outside worlds! That way, we are playing with authority – the authority of our own connected world.

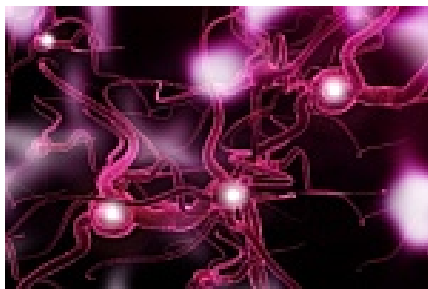


Young players today seem wrapped up in being liked (i.e., Like Me on Facebook, etc.), or the importance of liking something before using it. Recently two college players

came to putt before and after working with the draft horses for therapy. As they were grooming and walking the horses the coaches and I noticed how concerned they were about whether they liked (moved toward) or disliked (moved away from) the activity and whether the horse liked or disliked the activity. They assigned like and dislike incorrectly during the exercise. They assumed the horse did not like brushing with a hard brush when in fact they love it! This was their perception. If you hand a golfer a new putter and they don't like the looks, they will most likely tell you it feels bad. However, this same putter may lead to success. The message is that liking it has very little to do with it and often we are unaware of others feelings and our own real feelings. In golf it doesn't matter if we like it or not, if the ball drops in the hole we will like it real fast. In life, our judgments about like and dislike can also be misleading. If we could remove the judgment from the experience, we may experience more success and happiness in golf and life.



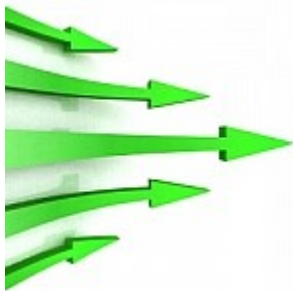
CHAPTER 8: PATTERNS



Our system loves patterns! It is how we” chunk” information and emotions to get the best out of every day. That way we don’t have to pay attention to every detail along the way. It is much more comfortable and efficient to simply repeat patterns than to create new ones. Patterns that serve us well make our golf and life much easier and efficient. Patterns that don’t serve us well are changed through intention and effort. It is time to take a detour and get on a new road. This takes place in the system with emotions, intentions, feeling, emotions, attention, emotions (did I mention emotions?), and action. Changing roads first requires awareness. Often golfers play the same golf course and the same golf hole gets them every time. To change this

pattern that our system easily replays will require strong intention with emotion, attention, feel, synchronicity and being in charge. In life we repeat patterns: relationships, job scenarios, performance outcomes, etc. and awareness is the first step to change. Change is a decision (intention) followed by strong emotion, focus, and being. Eventually the new patterns become our way of being.

Routines in golf and life are patterns that facilitate our ability to play with authority. They allow us to set the stage for best performance and happiness or unsuccessful performance and an unhappy experience. When the system knows what is coming next it can relax and perform. Otherwise it has to pay attention and be on guard. Each step of the routine indicates a verification (not a check off) that we have completed that important step and we are DONE with it. There is no going back, only FORWARD.

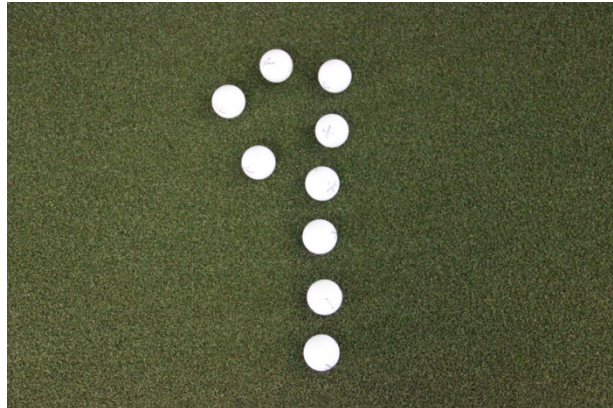


For example, we look one time at the target or hole to verify that aim is the way we choose and not if it is the “correct” way. If we look a second time it is to remember where we are going and connect our subconscious mind since it will be swinging the club. There is no room for rumination over the ball. It is too late. There are no questions in our head over the

ball.



If questions come in, answer them or start over. Routines allow us to use our conscious thought and emotions on more important things in golf and life. Target and feel are the important variables for success on the golf course. I suspect that targets and feelings are also the important variables for success off the golf course as well. In life it works to know where we are going and to use our feel and emotions to get there.



CHAPTER 9: DON'T LET THE STORY RUN YOUR GAME!



Get off the roller coaster of golf and life and consciously choose. Whether it is the outside world or the inside world that creates the story, it is important that we consciously write our own story. Consciously use emotions and emotionally use your consciousness. The system exists to send and receive emotionally encoded information. The brain isn't in charge and there is no fixed hierarchy in the system. There exists a beautiful interaction of thoughts, feelings and emotions. Each system is in check with all the other systems in the bodymind, and we simply follow this story instead of what the outside world may be telling us (3 under, 3 over, etc.). Once the outside world starts running us we are in trouble. It is correct that we interact with the outside world, yet we maintain our perception of being in charge. Then we can perform in golf and life. Kids are a great example in life. It can often feel like they are in charge instead of us; however, it is a sensory decision that we keep in our being that makes life work. It is only in our mind that this perception must exist for the

inside and outside world to follow. Our mind knows that we are in charge of our kids even if we allow it to seem like they are in charge. Once our mind has decided, everything will fall into place to create the intention we have chosen. What is important is what is in our mind!



CHAPTER 10: THE ROUGH TEACHES STUFF



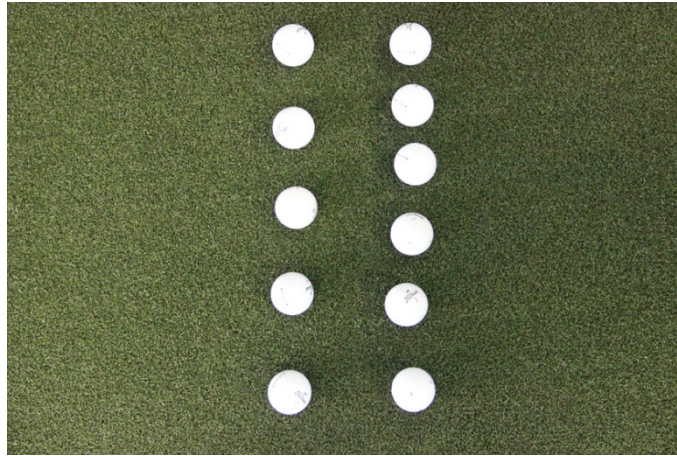
How did we end up here in the first place! For whatever reason in our learning of golf and life we are in the rough again. Patterns do repeat. Or maybe this is the first time you have ever hit this shot. Where did that come from? Being emotionally conscious for the 2s swing is a real challenge, especially on days when our A game is nonexistent and our B or C game showed up. What we choose as our conscious intention along with emotions can save us or bury us in the rough.

Doubt and fear tend to drive our consciousness out of our being. That is the swing that becomes blank. We don't remember the feel. The ball took off without us. Our conscious brain is smart enough to leave town and not experience this disaster one more time. So the subconscious is left swinging the club on its own. Even the anticipation of the disaster is enough for our consciousness to leave town. In fact, it is the "anticipation" of the disaster that more likely causes the disaster. It is planning and programming in the brain fueled by plenty of negative emotion. Part of the

solution is dealing with the anticipation. Change the emotions (threat to challenge, doubt to a plan, fear to “watch this!”) and we are much more likely to create the desired outcome. This is not necessarily easy to do. It will require emotional conviction! Decide! This will be followed by giving the conscious mind something to do to stick around for the whole 2s swing. If it doesn't have something to think about and keep us engaged, it will likely follow its survival pattern of leaving town and leave you stranded. Playing unconscious golf is not possible. We would be lying on the sofa dreaming about it. Playing subconscious golf is where the motion comes from, but our thoughts must be present and engaged, entrained and in synchronization with the rest of the bodymind. This way the conscious doesn't get in the way and try to run the show. Thoughts that engage the conscious in a positive way will engage the right hemisphere of the brain (e.g., timing, rhythm, balance). It is usually some kind of “feel” (body) or “target” (thought) that integrates the whole bodymind system. The program for success is energy (emotion), intention, attention, feel, transfer of energy to the ball/target, and results in an outcome.

There are all kinds of rough on the golf course and in life: long, short, thick, thin, fair, unfair, planned and unplanned. The system is very adaptable. This is how we have survived for centuries. There are between 50 and 75 trillion cells in the body. Every 7 years every cell in the body has been replaced by a new cell. We essentially remake ourselves every 7 years. If this is the case then we can overcome most challenges in golf and life.

Many golfers ask for consistency. What makes us consistent is our ability to be adaptable. In actuality it is not consistency we are usually after, it is improvement, growth and excelling in golf and life. Golfers see consistency leading to improvement; however, it can also lead us to “sameness.” Adaptability leads us to better performance and may also increase consistency.



CHAPTER 11: GET YOUR HEAD OUT OF THE SAND AND GET OUT OF YOUR HEAD!



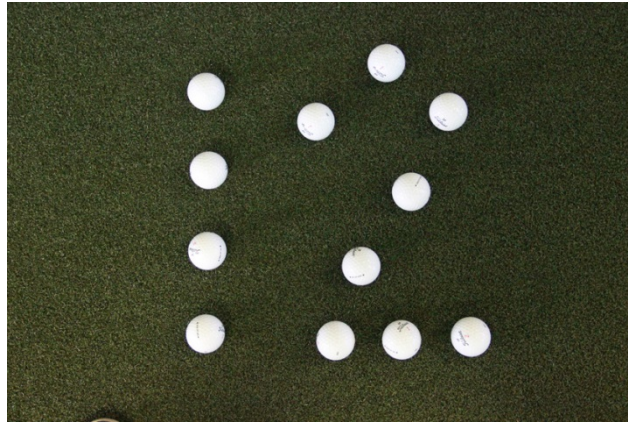
Get your head out of the sand! Stop burying yourself in the same old patterns. Be aware. Look where you are going, where you choose to go, not necessarily where life is taking you. That sand can be a magnet and your ball connects there every time if we let it. But you have a “say” in the matter. Our emotions and thoughts become matter. Change the emotions and thoughts, change the outcome. Often what we “think” is important in golf and life isn’t really important. Take time to assess and we may not end up in the trap again.



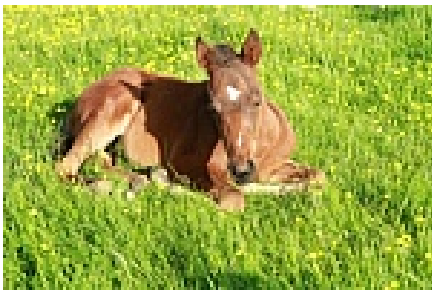
Get out of your Head! All great shots come from our center of being (gut). It is the intersection of our bodymind. Our true center of gravity actually exists outside of our body. So this location is crucial for the transfer of our energy to the club,

ball and target through our hands. This center is the source of our energy path. Look (feel) for red flags! We often have warnings from our feelings before we hit that shot into the sand, trees or desert. Our consciousness may have a pattern of ignoring them and we end up in trouble. Other players can only see the sand traps, trees or desert. And of course since this is what is “being” programmed, this is what will occur in golf and life. These players often can’t see the forest for the trees. There is no way out. They are stuck in a loop of negative emotion that is running (ruining) their golf and life.

Relationships and synchronicity are the keys to life and best performance. The conscious and subconscious are now on the same page to create exactly what we ask for, however golfers often do not ask for enough. It may be fear of failure if I don’t achieve it, or fear of success (more likely) if I do achieve it. The main message is that if we don’t ask, how will we ever get it? Our system simply wants to know what we want it to do. Ask for what you want and ask for more. How will we ever rise above where we currently exist if we are afraid to ask? When it comes to harder decisions we use emotions to help guide our decision making. Remember, it is important to verbalize what we are thinking and then listen to the feelings that accompany the words. The feel will guide us to a better decision.



CHAPTER 12: UNPLAYABLE LIES



All lies in life are unplayable, but not all unplayables are lies. Trainers that have worked with horses, who don't know how to lie, have been taught great insights into the lives of golfers as horses mirror our emotions in life. This means that our emotions don't lie either. In golf, the horse is the ball. The ball is a reflection of our emotions (transfer of energy). Thoughts and emotions that are not on the same page send mixed signals to the horse and the ball. This is why lies never work but unplayable challenges can teach us many great lessons in life.



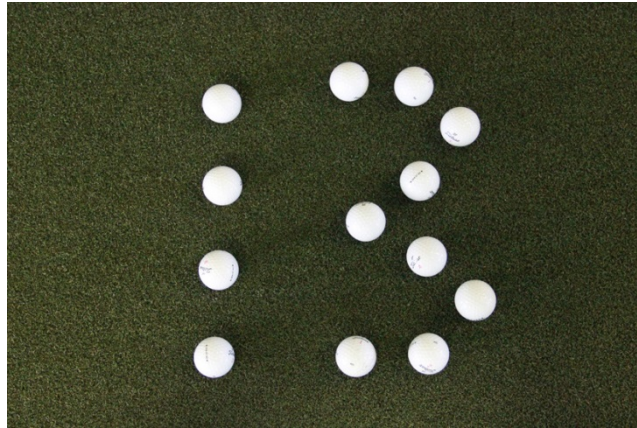
Golfer Grooming the Horse

An unplayable lie gives us three options to succeed: go back where you started, keep the line of entry into trouble between you and the hole (goal), or take 2 club lengths from the ball, no closer to the hole. Golfers consider all three options before they make their decisions. Remember, our decisions make us who we are. In life I often find there are always three options to consider. Do things the same, make changes, or quit and find something else to do. It is often easy to quickly eliminate one of these options. There are two left. Our emotions/feelings will guide us to the option that will work best at this point in time. The same exists on the golf course. Our emotions/feelings will guide us to the best decision at this point in time.

There are many players in the world that are magnificent at trouble shots, but horrendous at the easy shots in the middle of the fairway. They are similar to the home run hitters in baseball. They love the hero shots and this is their motivation and reward of the game. In life they tend to live on the edge, strike out more than others,

but achieve great success. They are not afraid of scoring low in golf. They are not afraid of great success in life.

The more conservative player is highly successful as well. However, they get there on a different road. They won't take the same risks but their conscientious planning and focused performance will pay off. They tend to have trouble going low in their score, so we must help them change their image of themselves as a player and help get them out of the need to be comfortable and stay in their comfort zone. Adding some emotion to their game will help. This sounds easy but it is not always easy. A biofeedback study was conducted where we asked golfers to raise and lower their heart rate 2 beats per minute in a very short time (6s). They could lower it successfully but they had difficulty raising it. Interesting! Breathing can lower and raise it, but thoughts that are challenging and exciting may be more effective at raising our emotions. Thinking of past experiences that held great emotion will engage those same emotions again. One golfer used his anger from 2 holes back while he was in the sand trap to sink his final putt and win the tournament. He knew he needed more emotion to focus his attention and get the ball in the hole and he did it.

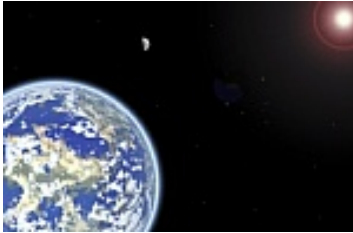


CHAPTER 13: OUT OF BOUNDS



Set your own boundaries for golf and life from within or they will be set for us by the outside world. It is important to know your bottom line. The golf course sets boundary lines for us, usually to keep us safe or the people on the other side of the golf course safe. In life we do the same. We make "I" statements about what "I" will and won't do. We let others make their own "I" statements and live their own life. Attempting to control everything and everyone usually backfires in golf and life. It's time to get grounded.

The Schumann Constant is the vibration of the earth at 7.8 Hz. We see many important responses in the brain in alpha, 8-12 Hz. If golfers simply have the perception of their feet in cement, or very grounded before they start the motion, it will carry them through the swing. They don't have to work at staying grounded, it is



a boundary set from the beginning that will be there for them. From this point of departure golfers can swing out of their shoes and still hit a great shot. Grounding and boundaries in life provide the same base of support for everything we be and do. Without them we are lost and

with them we can fly to the moon and back.

Another very effective boundary is set for the golf ball. If our intention and focus of attention includes a range of scoring, such as two goal posts for the ball to fly through or a range of success on the putting green (bigger than the hole), then we are more likely to get what we ask for.



When we give our system this set of instructions it knows exactly what we are asking it to do and will do it the best it can today. Without it the system is lost. When teams compete they may have the goal to win; however, if they don't set the back end (e.g., Top 5) they may end up

somewhere they don't want to be. The goal can be Top 5, Top 10, or whatever allows the team to say "We can do this!" So the goal posts for performance are #1-5 or #1-10 in terms of finishing. I would put money on the fact that they will finish within the back end and perhaps much more.



CHAPTER 14: YIP(E)S



Golfers in general love to be in control. Don't we all? Or at least have the perception of being in control. The question to ponder is: What are we really in control of? In life we may have learned to control the controllables and let the rest go. Easier said than done. When I ask golfers if they prefer to be in "control" or "in charge" but they can only have one, the majority clearly choose "control".



What if today we have the scenario that most everything is out of control on the golf course: horrible weather, undesirable pairing, a golf course we don't care for, etc. - if all of this was going on, would we have the perception of being in control? Probably not. Could we still be in charge? Yes! We can choose to be in charge of ourselves. If we were not in charge of

ourselves, would we be in control of anything? Probably not. So the image that works is “in charge” even if we are not the person in charge since we are always in charge of our self. The lesson here is to be in charge, and to let go the idea of being in control.

Let’s go to an extreme case of “out of control” on the golf course. We call it the “yips”. It wasn’t what we had planned. It just showed up. It is the cards we were dealt.



This uncontrollable jerk, tremor, spasm, twitch or freezing during the golf motion runs many players out of the game. It is most common during putting however can happen during chipping, pitching, or full swing. Yips in putting increases 18-hole scores by an average of 4.5 strokes/round (Smith, et al., 2000). Yips can be divided into a minimum of two categories: neurological and psychological in etiology, and probably three categories when considering all the golfers in the gray area in between the two categories (Smith, et al., 2003). Neurological yips are more commonly known as “focal dystonia”. This group is likely to account for 30% or less of all yips golfers since this is similar to the prevalence of focal dystonia in the normal population (Adler, et al., 2011). Psychologically induced yips tend to be conditional (only in certain situations), intermittent (off and on over time), or both. Anxiety is not correlated with performance among yips affected golfers (Adler, Crews, Hentz, Smith, & Caviness, 2005). Anxiety exacerbates the condition but it is not the cause.

Various strategies have been suggested to facilitate performance in yips golfers:

1. Hand position: The first and perhaps most important is to change hand position. The motion that is created is tied to the starting position. Changing the hands on the club allows for a possible change in

performance and energy transfer to the ball.

Our connection to the club is our hands and in life our connections include touch. The handshake is most often how we meet and greet people. The hand shake tells us a great deal about the person we are interacting with and the message we are sending and receiving.

2. Separate the hands: Physically separating the hands on the handle of the club changes the activity from a unimanual to a bimanual task which is processed differently in the brain. This also can allow for a change in performance. This technique can be successful for putting, chipping, pitching and full swing yips.

In life, this can be seen as physically changing the way we start a project, relationship, or interaction in life and allow the brain to see it in a different way. An example would be “maybe I don’t have to be totally responsible for the success of this venture.” This allows for a new pattern to develop and perhaps a more successful pattern in life.

3. Attention: Focus of attention past the problem area in time allows the body to self-correct the motion. For example, focusing on holding the finish is excellent for every type of yip. If there is a strong intention to finish the swing and hold it, the body will find a way to get there. It may have some yip in it, but the ball will still fly or roll quite well. Finishing the motion will reduce error.

In life, focusing on the goal or “finish” will ensure that we find a way to get there. There are likely to be problems along the way and some of them seem insurmountable, yet somehow we have done it in the past and we can do it again.

4. Thought suppression: Counting backwards, for example, will keep the frontal cortex busy and perhaps allow a better motion to occur. Distraction, thinking of something other than our problem, can allow us to find a solution as it now has a chance to emerge or appear to us rather than taking hours of rumination trying to figure it out.
5. Breathe: Defueling the yip will make the yip smaller even though it may still be there. Tension will increase the physical effect of the yip. When we are anxious we often hold our breath and this will cause the most tension and a larger yip. Exhaling before the motion starts and then continuing to breathe through the motion is the most effective for defueling the effect of the yip.

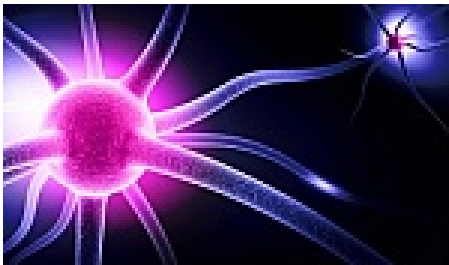
Breath is life! Without oxygen we don't survive! Breathe at all times and breathe deeply. In comes the good and out goes the bad.

6. Practice positive imagery, specifically the outcome of the shot as this will influence the motion and potentially improve performance.

Just as in life, instead of focusing on how to get there, we can create a positive image of the outcome and we will find a way.

7. Throw in the towel: When we finally give up the “need to control” we often move smoothly to our finish. The conscious is out of the way and the subconscious can finally do what it is best at – get the ball to the target or in the hole. Stop trying to fix everything and everyone in your life. Divine Order will take care of everything and everyone!

It is important for yips golfers to know that they can still play golf with the yips. It is still possible to roll the ball in the hole, chip, pitch and swing, however it will require a change in their strategy. Learn to play with the yips, not fight them. Whatever we fight gets bigger because we feed it energy. Instead be sure to have a list of techniques to manage your game on any given day. It is not usually one technique that works the rest of our life. It is not enough to change only the physical (body) side of the yips or they will travel to another part of the body, etc. The psychological (mind) must change as well. The approach is to finish the successful motion with the bodymind attached and get the ball in the hole.



The value of giving up the need to manipulate the motion (the need to control), wanting something so bad that we interfere with receiving it, is the first awareness to making change. The receptor cells are blocked by the word “need” so we can’t receive. The ability of the brain and body to engage new pathways is stifled in old patterns. Neurons that fire together, wire together.

Changing our position in golf and life is critical. That starting position tells us where to come back to in the motion or in the story of our life. When things aren’t working, change the starting position, clarify the finish position, and let everything else take care of itself. The bodymind system is amazing.



CHAPTER 15: BREATHE



Breathe! How many times have we heard that suggestion? Seems simple but in fact, we don't breathe when we are scared. We hold our breath. A golfer can hear it at the end of their swing when all the air finally comes out. The shot would have been better if the air came out during the swing forward, transferring all our energy to the ball. With fear we either hang on for dear life and the ball goes to the right or we are afraid to really swing down the target line and the ball goes left because we fold too soon. It is too scary to really give all our energy to the ball. Breathing can change all of this and allows us to transfer beautiful synchrony to the ball and on to the target. Please don't forget the target, it programs the whole motion. Without the target we don't know what shot to hit, what swing to use, etc. Breathing brings energy and life to our system. It is the essence of the energy we transfer to the ball and target.



Humans are very lucky that breathing is automatic and can take us to automatic for our performance and happiness. Dolphins have to plan every breath they take in order to stay alive. They are awake while sleeping or they would drown, and yet these magnificent creatures are extremely sensitive to their surroundings and can heal humans. Perhaps if we paid more attention to our breathing we would heal many aspects of our self and our game. Breathing is the key to consciousness or being in the flow. It is not a matter of regulating breathing (in 4, out 4), simply attending to it keeps our mind present and balanced. That way, we will be in a receiving state that will work great for performance in golf and life.



Choking is the inability to breathe. In golf and life it is poor performance that occurs in response to the perceived stress of a situation (Beilock, 2010). Possible explanations for choking:

1. Self-focused attention -what will they think of me?
2. Controlling the motion - micromanaging the motion.
3. Worry/fear – what will go wrong?



Choking results when the prefrontal cortex (working memory) becomes over involved in the motion. Then the amygdala (an almond-shape set of neurons located deep in the brain's medial temporal lobe) sends out the message of fear. At this point the motion is no longer on automatic, it is under conscious control. To prevent the consciousness from interfering with the motion it is important to keep the prefrontal cortex busy. This

can be done any number of ways, including counting backwards by 3s, singing a song or visualizing a movie.

Here are some more suggested techniques to reduce the chances of choking in golf and in life:

1. Practice under similar pressure situations, but not necessarily at the same intensity. The same patterns will emerge, just not as intense.
2. Journal your worries and image a positive outcome, incorporating all your senses to create the desired outcome.
3. Label your fear to reduce how the brain deals with stress. Once it is “chunked” an image can find a solution to release it.
4. Focus on WHAT to do, not HOW to do it, i.e. the outcome instead of the process. The bodymind already knows the process and we simply interfere.
5. Think about aspects associated with success, drawing upon all of the emotions possible to associate with the successful outcome. The intention, attention and performance will follow.

Blaming puts us in the parietal part of the brain (associated with past memories), and is negatively related to performance. Look at what doesn't work in golf and life so you can change it if you choose. Ivan Lendl, a famous tennis player, once told a story of losing to John McEnroe. He had never beaten him so following one loss he sat down and mapped out on paper every shot he missed. He never lost to him again. It is important to know where we miss putts and chip (long, short, high, low) so we can change the patterns if we choose. The bodymind only wants to give us what we ask for, the best way it can today. This is how it is wired.

In a great laboratory choking study (Linder, Lutz, Crews, & Lochbaum, 1998) where heart rates were doubled or higher, anxiety was not correlated with performance. So while anxiety may exacerbate the condition it is not related to performance outcomes. In other words, if anxiety was removed it doesn't mean all golfers would perform better. As was mentioned previously, the interpretation of the stress (challenge/threat) and the chosen response by the golfer will mediate the relationship between anxiety and performance

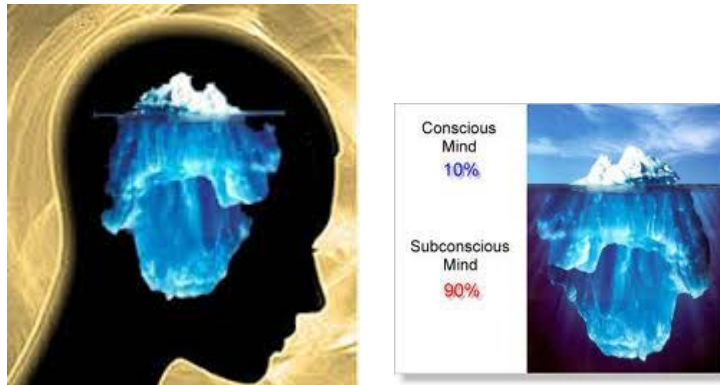
In the same choking study (Linder, et al., 1998) those that reported shooting average scores in the 90s did not choke and those that reported average scores in the 80s choked. Perhaps expectations were a part of the mindset of the chokers (Linder, et al., 1998). Of the ten participants, five choked and five actually performed better, even though their heart rates doubled and their brains were very active (Crews, 2001, Crews Ketterling, 2006). The non-chokers were able to maintain synchrony in their bodymind system and perform. The non-chokers reported using past experiences from other sports as a model to manage the pressure in the current situation. Patterns exist from our life experiences that can be used in any situation, golf, life and reverse. It is only the pattern that we must change, not each situation. We can change from the inside out so the outside world is not running our life.

Saying "Relax" is pet peeve many people have. "Calm" might be better but "synchronized" is best. No matter how challenging the situation, if we can synchronize our bodymind we can perform. Our heart rate can be 60 or 160 beats per minute and we will succeed if we are in "sync". The engagement and entrainment of the whole system, including the club, ball and target, will create the desired performance and breathing is the key to synchronization. Golfers breathe at the beginning of the routine to focus in on the shot and they breathe again right before and during the motion. The pattern for best performance is "out" before we move

(centers our being and releases excess tension so any error will not be as big), “in” as we swing back (normal breath) and “out” as we go forward and release our energy (transfer) to the ball toward the target. Most golfers aren’t able to think about the whole breathing pattern. So if they simply get air “out” before they start this helps create the optimal heart and brain patterns to swing and they will probably do fine. If we have air left in our body at the end of the swing, we did not give it all to the ball and it is likely the swing was slightly mistimed. We were slightly out of synchronization. Breathe out during the forward motion and the swing will be timed correctly. Breathing is what we do for 18 holes of golf or 100 years of life. When we stop breathing we have finished both.



CHAPTER 16: BELIEVE AND BE



Beliefs reside in the subconscious mind, in the body. Beliefs do not need proof of existence, we choose them. We have beliefs that serve us well and beliefs that hold us back. The key is to identify (become aware of) the beliefs we choose to keep and eliminate (delete) those that do not serve us. It doesn't matter if they are facts or not, it only matters if they serve us to achieve our goal. When we don't believe we often find our mind far ahead of our body in time, perhaps trying to figure everything out

and control the outcome. If we believe, we can be present and simply watch everything unfold, enjoying our part in it.

This frequently happens on the putting green, a most important time, when the hole is right in front of us. Or it happens in a shot on the golf course in which we have low confidence, fear, or self-doubt. Our eyes want to see the outcome because we don't believe in our bodymind and as a result they get ahead of the ball. In golf it is detrimental if the eyes pass the golf ball in time, because our mind is no longer connected to our motion and the outcome of the shot. The quiet eye (QE) is a technique that can help direct our mind (quiet mind). In golf putting the QE starts with the last look at the ball or grass before the motion begins and ends when the eyes leave the ball or the grass where the ball was (Vickers, 2012). Research shows that the QE starts earlier and lasts long for elite golfers and during higher levels of performance for all golfers (Vickers & Crews, 2002). Mean QE duration for high skilled golfers (hdcp < 4) is 2.5-3s compared to 1.0s-1.5s for less skilled players (Vickers, 2007). QE helps organize and sustain the neural networks underlying the organization and control of the putt. It may also help to self-regulate attention, arousal and pressure situations. Blinking is an indication of anxiety in golf and life. Looking and really seeing in life reduces anxiety which comes from the unknown. Research to train the QE improves putting in low and high pressure situations among all golfers. Quiet eyes in life will allow us to see more clearly and reduce the unknowns of life.

Saccades are the movement of the eye from one place to another. Information is suppressed during eye movement. Fixations are when the eye is still and information is being processed by the brain. It has been shown that lower skilled golfers take in information from too many sources compared to elite golfers who know where to look and how long to look (Vickers, 2007). QE training increased QE time 800ms and

improved performance in low and high pressure putts (Vickers, 2007). As a result of this QE training, putts were reduced an average of 1.9/round for the next 10 rounds of golf. Quiet eyes in life give off a very different impression of the person we are interacting with than wondering eyes. They make us wonder if they are actually hearing anything we say. Connecting our eyes with others and the ball and target produce much better results. **Looking is not enough, we must see!**



Creating visual routines can improve performance. Every look at the target or hole must have meaning. If not, it will become a distraction. Wandering eyes are an indication of a wandering focus of attention. Holding the eyes steady helps keep golfers stay in the present and prevents them from getting ahead of themselves. The eyes can help direct our mind and our beliefs so the swing will follow, along with the little white ball.

In life we are probably not aware of our visual patterns. When we meet someone for the first time and gain so much information about them in the first few seconds, where are our eyes? When we enter a room filled with people, where are our eyes? Do they look for familiarity, new people, comfort or excitement? This awareness can feed our system with information that is positive and exciting, or negative and fearful. We can change our eyes and change our mind, feels and emotions.

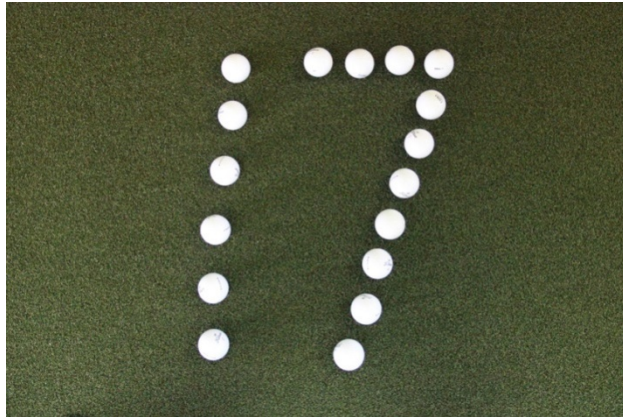
Pressure situations! Every time we do studies on adding pressure or distracting players, roughly 50% improve and 50% get worse. The range of improvement or worse performance can be as much as 30%. What is the difference between those that get better and those who do not? Challenge vs. threat, past experiences, emotional states, thought, or all of the above? Some players cope by pretending they are not in a pressure situation, but most players can't lie to themselves. Instead, put the cards on the table and make a plan to achieve the goal in this important situation. Use past experiences in any activity in golf or life to find strategies that work. If the emotion/focus is not on achieving the goal it is probably on a thought that is interfering with achieving the goal. Successful strategies lie within our past experiences or imagery at the present time. Adjust your glasses (how you look at the game) and define successful strategies for golf and life.

Be who you want to be. Be who you choose to be. If who you are being isn't working, be someone else. It will change the patterns we are stuck in and give us a chance to perform. There are many patterns to choose from and they all represent us.

The term "subpersonality" is used to define different categories of our being. While one subpersonality is working hard to accomplish our goals, another subpersonality (fearful self) may be sabotaging our efforts. Multiple Personality Disorder is an extreme case of personality dysfunction, but it illustrates how one bodymind can look, behave and have completely opposite physiological patterns depending on which subpersonality is in charge. Each subpersonality can display very different brain patterns. In less extreme cases all of us can relate to behaving differently on the golf course compared to at work, or at home. An understanding of our own subpersonalities and who is in charge at this moment in time can be very insightful to achieve our goals.

The closer we be to who we really are (our core personality) is likely to bring us the most success. Our life mission is to find out who that person is. The scared, careful, reactive player is probably not who we choose to be in charge if we want to score in golf or life.

Scoring is the conscious road to our own defined success in golf and life. The score card doesn't care how you got there, only that you were honest, respectful, called your own penalty strokes, and were a courageous, polite player with integrity. It is only a number that represents the journey. However, the number does not tell us much about the journey. Golf is a game of honor and respect. Life also succeeds with these qualities. Be who you choose to BE!



CHAPTER 17: MENTAL INTEGRITY NOT MENTAL TOUGHNESS



“Mental toughness” has been in sport for a long time. About 20 years ago Debbie was asked to help develop a mental toughness questionnaire for golf but declined due to the name of the questionnaire due to her belief that it is not mental toughness that creates champions, but “mental integrity”.

According to Wikipedia “the word ‘integrity’ stems from the Latin adjective integer (whole, complete). In this context, integrity is the inner sense of “wholeness” deriving from qualities such as honesty and consistency of character. As such, one may judge that others “have integrity” to the extent that they act according to the values, beliefs

and principles they claim to hold. Integrity is actually a much stronger word than toughness. It holds a higher energy and is more likely to lead to success. Toughness is defined as how much energy a material can absorb before rupturing. It is preferable not to think of humans as rupturing or even imply that this may happen. If we are protecting ourselves from “rupturing” we are in loss aversion mode instead of anticipated reward. If we live and play with integrity we stay whole and complete, maintaining balance and synchrony in the system at all times. There is no need for mental toughness if we have mental integrity. In golf and in life “integrity” is a characteristic that is valued and can carry us through extreme challenges.

Toughness, to many people, implies that we fight our way through the situation. If we fight it we are feeding it energy. We are making it bigger by sending so much of our energy in that direction. That same energy is needed for successful performance or solving the issue. Redirecting the energy we are using to fight the situation into creating unbelievably great shots in golf or solutions in life is a much better use of energy. With integrity we use the energy from the emotion and channel into exactly what we would like to see happen. With integrity we are not divided into fighting the problem and trying to perform at the same time. We stay whole and synchronized and we are able to achieve any outcome we choose.

Life holds incredible opportunities for success with equally challenging mountains to climb. Integrity affords us the skill and ability to prevail. When we live in balance and synchrony, life and golf “flow” and the day and round of golf is easier not harder. Integrity keeps us on the high road where non-success is not an option. We may learn a tremendous amount from the challenging experience, but there is no failure. Life exists in Divine Order and everything is as it needs to be! Whether we plan it to be this way or if it simply is this way, it is in Divine Order. Whether it is our turn to win

or someone else's turn to win, it is in Divine Order. When we live our life with integrity our opportunities will be there for us and we will be ready for them.



CHAPTER 18: EMOTIONS: THE KEY TO WINNING



Winning in life is far more important than winning in any performance. The performance only allows us to find ourselves, to express who we are and to explore all the opportunities that come our way. There is Divine Order in all things. There is synchrony in the universe. There is hope for everything and everyone. Never give up on your dreams

to pursue what you want in life. Never give up on life, it is there for you to make of it what you want. The unexpected comes when we least expect it. The mountain is not as high as it seems. The universe will take care of everything if we just listen and have the courage to follow what we see, hear, or feel. Feeling good about ourselves is #1, feeling good about others is #2 and feeling good about what we do is #3 - always in that order. The obstacles that come in our way are only temporary detours. Take the

detour and find your own way forward to your dream. Have Fun! Life is too short. Sail through the obstacles.



The Zone is oneness, or “won-ness” - an easy flow of energy and an easy transfer of your energy to the ball. If you are wasting your energy, or worse yet fighting your emotions, there is little left for the ball. The whole round of golf is a game of using your emotions to get the ball in the hole.

There are no pity parties while performing. After the round it is ok to review the round and use your emotions to anchor the good shots and rid yourself of the undesirable shots you choose not to own. All neutral to positive emotions work for performance on the golf course and in life, and some are better than others at any given time. Negative emotions are as follows:

Anger is a short madness. The shot was likely missed due to a loss of attention. Channel the anger into focus for the next shot or the next step forward in life.

Anxiety is a short unknown. We don't know where the ball is going? What swing is coming out? Which way the putt breaks? Put in a known (e.g. routine, breathing, plan) and get the ball to the target or get to the goal in life.

Frustration is a short disappointment. The game and life owes you nothing. They are both an arena for you to explore, learn and perform. Move on, move forward, *just move* and golf and life will be better.

Sadness is an emotional injury. It is best to park this emotion and go back to it after the round or later in the day. Give yourself time to feel sad, but not in the middle of golf and life; only when you choose to spend time being sad. Let it be for now.



Frustration and sadness are the difficult emotions because our energy is depleted. Take your bodymind off the golf course and find a non-golf topic to make you feel better. Then ask yourself to come back and hit golf shots. Do not wait for the little white ball to make you feel better. In life, remove yourself from the hurtful situation in your mind and focus on something that lifts your spirits. I envision a fork lift coming in under your arms and lifting your bodymind from the situation. Everything below you can still be going on, but you are no longer a part of it. You rise above!

In life we may have a well-defined list of pursuits, goals, or intentions and this is critical since the bodymind simply wants to know what you would like it to do. We don't have to say how and when we are going to get there, but the goal must be presented to our bodymind. The subconscious can figure it out from there. This can be found by working with college teams to achieve success at the NCAA tournaments as there are times the team is in contention to win and other times they are not in

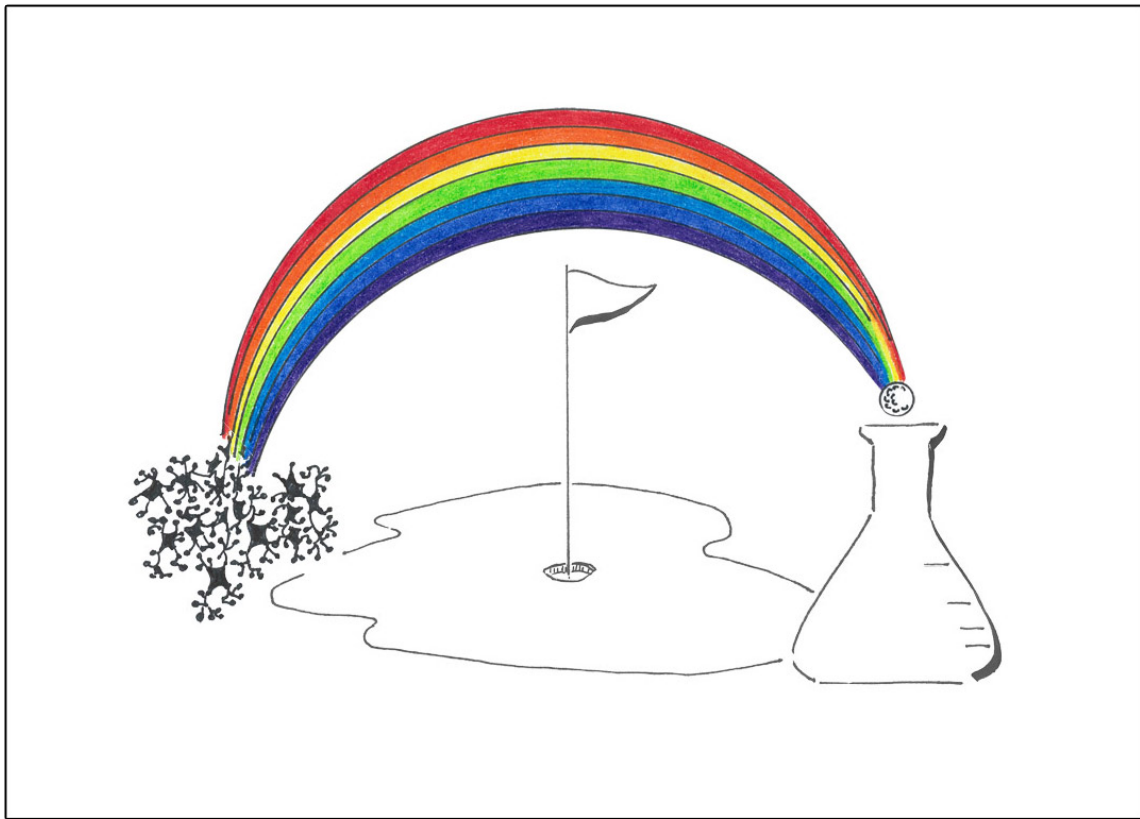
contention, and a top 10 finish would be the challenge. It doesn't mean we take the big win out of our intention since we never know when it is our turn to win. However, clearly setting the back end of "Top 10" will give the bodymind the back end of the intention and we are highly probable to achieve this range of defined success.

As age sets in our definition of winning may change. While it was once the score in golf, it then became the number of publications and awards, and now it is defined by the relationships and connections we have in life. Is it possible to have all of these? Yes, but what is the priority? If we are conscientious of our relationships and connections is it possible that the rest of our desires will be fulfilled in a way we may never have imagined? It is the synchronicity of golf and life. When we make that one swing and everything is in perfect synchronization, we feel the best, are rewarded for all our hard work and we win in many ways. As we age the successes we choose and the way we achieve them changes because we change. The important factor is to keep playing the game, no matter what. Life holds synchronization for each and every one of us to find if we simply are open to receive.

Another very important point is that when the mind is denied the emotional sting of losing, it never figures out how to win (Lehrer, 2009). It is impossible to learn how to hit a golf ball without missing it. If we hit it perfect every time we would be performing, but with no concept of how we created. We learn the most from our non-hits and from are challenging experiences in life. The hippocampus (a major component of the brain) is engaged for learning. Performance occurs through the integration of all bodymind connections and this is what brings us the extreme joy of hitting that great shot or achieving that great job and winning!

Each and every one of us defines our own winning in everything we be and do. Listen to the inside world, the outside world, and watch for the synchronizations that guide

us. Your bodymind exists in a noosphere of information which you may draw from. You will know when the perfect matches arrive and will cling to them in an instant. There will be an attraction. It is not something we do with our thoughts, it is with feel. Know your “feels” and have the courage to follow them no matter how much they defy logic. This is winning in golf and life!



Inspired by an original drawing by Dr. Candace Pert, by P-J Lawrence

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