

INTERNATIONAL

GOLFPRONEWS

THE WOMEN'S ISSUE



LADIES EUROPEAN TOUR CEO,
IVAN KHODABAKHSH &
SÖLHEIM CUP DIRECTOR, MARK CASEY

RYDER CUP TICKETING UPDATE

THE RISE OF THE FEMALE PROFESSIONAL



W W W . P G A E . C O M

MY COACHING PHILOSOPHY

METTE HAGEMAN – PGA OF GB&I AND PGA OF HOLLAND MASTER COACH PROFESSIONAL

Golf is an ongoing business, the industry develops; equipment and technology keeps improving, knowledge in physical, mental and technical aspects of the game keeps growing. The current PGA profession keeps shifting too from traditional coaching to modern coaching and expert coaching.

There are many of my PGA colleagues who are teaching and coaching actively but have never really stopped to write down their own teaching philosophy. I firmly believe it is important for any PGA Professional to have their own Coaching Philosophy – it is the foundation of why and how you coach. It will give you clarity about “what you are all about!” It helps you to be consistent and clear in your decisions and actions as a coach, and it could be a great marketing tool for you to promote yourself as a PGA professional.

The experiences I have had as a player growing up, my social & educational background and my professional playing career have given me a set of values and beliefs that are the foundation of my Coaching Philosophy as a PGA professional teacher and coach.

In this article I will try to go into how and why I developed my own Coaching Philosophy. And how you can sit down and write your own too.

Personal Growth

Early on in my career as an amateur player for the Netherlands, I was introduced to two American coaches: Ann Casey Johnstone and Carol C. Johnson. It was the very first time that I was taught and coached by two PGA – LPGA professionals. It was refreshing, different and much more up close and personal. Their main objective was to show me the means golf can give people for personal growth. Huge empowerment can be obtained through golf. Golf is in fact a pathway for golfers to enjoy the game and develop both themselves and their games. These two coaches were instrumental in me getting a scholarship from the University of Arizona.

In the five years I was at Arizona there were some famous faces on the men’s and women’s teams: Robert Gamez, Jim Furyk, Kathryn Imrie and Annika Sorenstam to name a few. Four completely different swings and four completely different type of personalities, but all in their own right successful players on the PGA and LPGA Tours. All capable of striking great golf shots but also all so very different in their technique, physical capabilities, mental strengths, and behaviour. To put it simply, they were all very unique people.

Looking at my experiences as an active player on the National Squad, and later on as an active player on the Ladies European Tour, and

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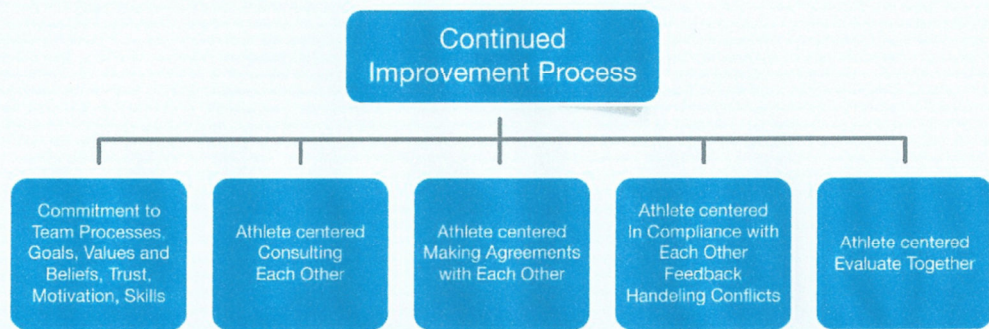
looking at golf coaches and coaches out of other sports, for example, John Wooden (basketball), Toon Gerbrands (volleyball), and Marc Lammers (hockey), I developed my own philosophy.

As a golfer wanting to get the best out of herself I always looked at new things to improve, to become better and to grow. I looked, listened and learned (through study, reading, continued development courses, etc.). My basic mind-set is one of growth and I believe in Life Long Learning. ***In golf, or in any sport for that matter, if you don't dare to do something new or different you will lose connection with the industry, even in Coaching.***

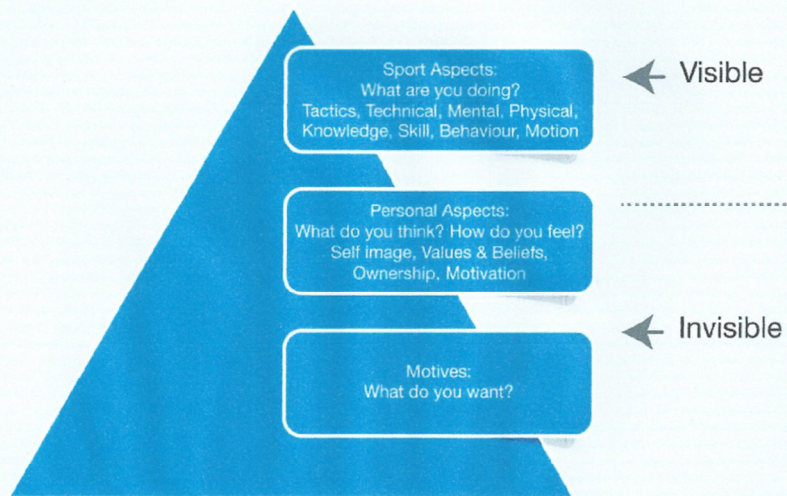
On the next page there is three models to explain this: the first is a continuous development process model; the second one is an intrinsic motivational personal and sport aspects model; the third model is "the losing winner model", a model that can make you a winner in life although you might not have achieved the result of winning events in golf.



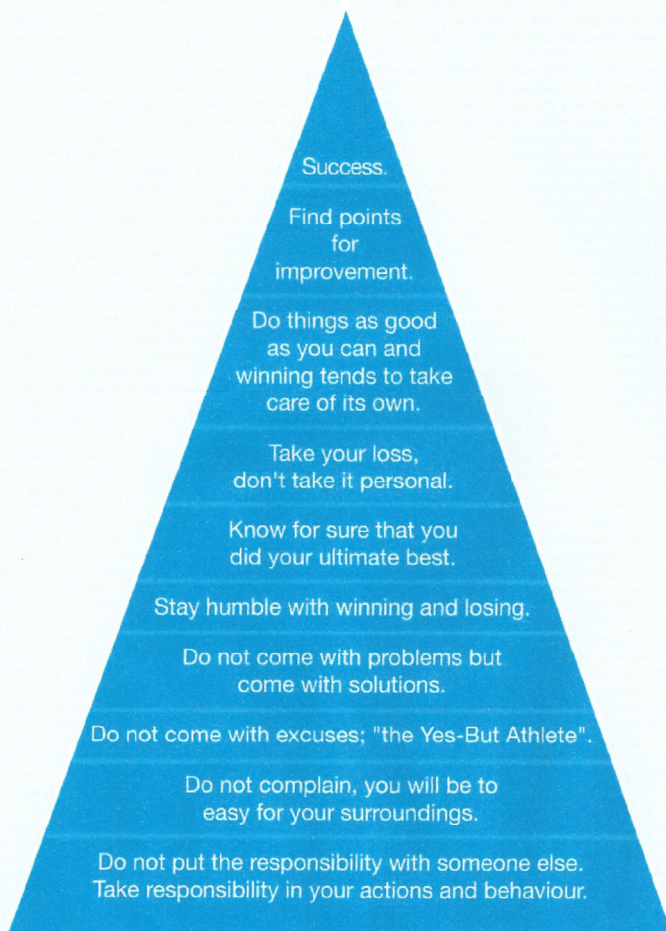
Model 1: Continued Development Process Model



Model 2: Intrinsic Motivational Personal and Sport aspects Model



Model 3: "The Losing Winner Model"





T.E.A.M.

Even though golf is an individual sport I believe that team development is important. T.E.A.M. (Together Everybody Achieves More) is a key part of my Coaching Philosophy.

Whenever we watch the Solheim Cup or Ryder Cup, whenever we play county or national team events or collegiate golf we are part of those team processes. We play together and for each other! Even the reserves or those who have to stay home are an essential part of the team and contribute to the performance of the team.

This is also the case for individual elite golf players. They have a professional support system around them from their trainer-coach to the physiotherapist, a team comprising of professionals multiple disciplines.

Fun

Sports is fun, golf is fun. Every time we play golf it should be fun, this is critical to the success of playing the game of golf. It is part of our intrinsic motivation to play the game, whatever

we look for in the game. As a coach I will try and find out what the intrinsic motivation of the golf player or student is. This is key to them; it is the basis of their participation in the sport.

How to Develop Your Own Coaching Philosophy?

Next to my experiences, education and my eagerness to keep developing (look, listen and learn), I made a SWOT of my coaching skills. I also made a 360 degree feedback questionnaire which I gave to my fellow professionals, students of all different levels, and friends to fill in for me. I compared the SWOT and the 360 degree feedback questionnaire results with each other, noting the differences, the strength and the weaknesses. It helped me to make a personal development plan for my coaching skills and it was the start of me writing down my coaching philosophy.

There are several questions that were important for me in order to develop my own coaching philosophy:

- Learn from experiences: what have I learned in my golf career in golf and outside golf? What is important to me in what I have learned?
- What is most important to me? My values and my belief system – what are my values and my belief system? Which coaches have had a particularly meaningful impact on me?
- What is my coaching style? Do I have one style of coaching? Or do I have many styles of coaching to suit the athletes? What is my role as a coach and why do I think that?



Who holds the power in a coach-student relationship? Is my approach educationally sound? Am I just a trainer, coach or am I a mentor, trainer and guide?

- Discover your own Coaching Philosophy. By answering the first three questions you are on your way to discover your coaching philosophy. I haven't tried to become someone I am not. The most valuable lesson in making your own coaching philosophy is staying close to your heart and then you will become an authentic coach.
- Leading by Example & Practice what you preach: Keep it visible and alive! Your coaching philosophy is like a common thread or a guiding theme for you in acting and behaviour.

How does my Coaching Philosophy help?

My Coaching Philosophy helps me in my teaching and coaching in all different aspects of the game of golf and in understanding what the students bring along with them (their personality, capabilities physically and mentally, their ambitions and motivations). The most important one is "how to get the most out of your player?"

By listening very carefully and asking the right open questions you can establish where help is required reasonably easily. The better you are at asking these open questions, and the more open your student is, the better you can help to get the most out of them and even

sometimes the student comes up with the answer to their own question themselves.

The gathered information enables me to tailor my coaching style to each individual student golfer and to see each golfer as a "whole person" with a life outside of the golf environment too.

The information I gathered and shared with my student is the start for developing a Plan of Action with a concise goal. The Plan of Action could be a program of approximately 2 month time or it could be a long term program with a clear path of smaller goals set in it to get to the ultimate goal or dream goal. This plan is the most valuable part to me to help the student grow. It will also help me to challenge the student and keep fun elements in this process.

Conclusion

To become an authentic coach I firmly believe it is important for any PGA professional to develop their own Coaching Philosophy. The modernisation of the game as a whole requires a different approach from the PGA professional and a coaching philosophy will help. It will give you clarity about "what you are all about!" and it will make you an authentic coach.

For more information on Mette visit www.mettehageman.nl and follow @MettesGolf on Twitter.