

# FRYER COOKS UP A DEMO SPECIAL FOR 29 PROS

Written by:  
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THE Sharp End of Coaching seminar instigated by Adrian Fryer, head pro at Warrington Drive-time and endorsed by the PGA North Region, was such an unqualified success it will be repeated next year.

To a man, all 29 professionals who attended expressed their appreciation of the effort put in by the enterprising Fryer who has run several similar ventures in the past but probably non quite so motivating as this one.

The panel delivered a broad spectrum of topics which included Fryer discussing lesson structures, the latest trends in swing theories alongside the faults and fixes faced daily by most PGA members.

Mark Pearson provided a valuable insight into the inner workings of coaching

on the European Tour and the need to provide accurate player performance profiles and stats to develop players in the most efficient way.

Using the very latest technology in high speed cameras, he also showed some unique footage of players in action and talked about his principles and preferences in elite and tour players.

Karl Morris simplified mental toughness into some very practical and workable drills and exercises which when used correctly would allow delegates to significantly improve lesson quality and quantity.

He also showcased methods that create a much more loyal relationship between coach and student with ownership of practice routines being placed on the stu-

dent but at the same time making him accountable to the coach.

Steve Cardy previewed the latest up-to-the-minute research in motor skill acquisition, with particular attention to external and internal feedback for the golf swing.

External focus on the movements of the club in a particular way were providing double the effectiveness than internal focus thoughts like thinking of the arms or hips for example.

Cardy also covered the effectiveness of some training aids plus the correct way to provide positive feedback during lessons.

The day closed with a question and answer session which embraced junior coaching, quick fixes to psychology, ball flight preferences on tour and much more.

Using 'reflection' techniques covered during the day for golf lesson reviews Fryer, Morris, Cardy and Pearson have planned how the event can be even better next year.

Fryer said: "You are always nervous and critical of your own performance but I'm very pleased with the positive feedback from all the professionals who made the effort to attend.

"I am already in discussions with a major company within the industry to support the event next year which would be fantastic.

"Sadly as always, the motivated members support these events while the others may moan about how poor their business is but do little about it.

"On that note, as part of the event and outlined in the initial promotion, we are proud to be awarding third year trainee Matthew Laughtland, who came all the way from Cawder Gold Club near Glasgow, with a cheque for £250 towards him attending his next coaching event which I believe is Karl Morris' Mind Factor course.

"I admire Matthew. He was up at 4am, drove all the way to Warrington, supported the event with his own funds, asked some very pertinent questions. He then drove all the way back home in a day!"



Adrian Fryer gives a demonstration at his seminar.