

Fryer's menu of motivation

Second helping ordered following seminar's success

The Sharp End of Coaching seminar instigated by Adrian Fryer, head professional 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 none quite so motivating as this one.

The panel delivered a broad spectrum of topics that included Fryer discussing lesson

structures, the latest trends in swing theories, and the faults and fixes faced by most PGA members on a daily basis.

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 that, when used correctly, would allow delegates to improve significantly 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 student 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 that 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 discussion 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 Golf 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!"

David Birtill



Main man: seminar organiser Adrian Fryer



Cheque mate: Matthew Laughtland

Seminar soundbites ...

"Just a quick note to thank you for the excellent seminar. I found it most informative and felt I could use a lot of the info in my day to day work. If you could please forward my thanks on to the panel I would appreciate it. I took on board what you said about teaching to suit your surroundings."

David Valentine
Chorlton-cum-Hardy Golf Club

"Thanks again for putting together the seminar. I got some good information and drills from it which can only help. All the presentations came across well with a good mix of information."

Philip Newnes
Chilli Dip Golf Academy

"Many thanks for organising and presenting the conference. It was most enjoyable and as always left with a wealth of new ideas. Great job in organising and putting together a great collection of speakers, I know how much work goes into the preparation of these days."

Mark Johnson
Styal Golf Club

"The conference was really informative and enjoyable."

Steve McLaughlin
Blackpool North Shore Golf Club

"Absolutely buzzing from your lecture. Superb."

Scott Oxley
Cookridge Hall Golf Club

"Great day, I took a lot on board."

Sean Bailey
Fore Golf Discount