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## MEDIA INFORMATION

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### **Mindfocus for Golf**

Mindfocus for Golf is an internet based interactive golf training tool designed to help golfers improve their performance by concentrating on the mental aspects of their game.

Developed by qualified psychologists and personal mind coaches, Mindfocus for Golf is designed to emulate the tailored mind training provided by a personal sport psychologist.

Self-help books and audio CDs have been available for many years but none have been able to replicate the very individual two-way coaching that professional golfers receive.

The new product has been designed to bring professional-level sport psychology to the amateur golfer.

Mindfocus for Golf is a web application that can be accessed by purchasing an on-line subscription. The package is designed to be an on-going improvement programme and commences with an analysis of the player's current game and mental approach to determine which aspects of their mental game may be preventing the golfer from improving and competing consistently on the golf course.

"most golfers become frustrated and find that they are unable to focus consistently and apply themselves during a round," comments Simon Houghton, Director of Mindfocus Limited, the company behind Mindfocus for Golf. "This means they are unable to improve, not through a lack of ability, but because they are unable to control the mental side of their game. Being able to apply mind skills successfully is often the difference between a good and poor round.

"What we have done with Mindfocus for Golf is to develop an interactive product that provides a resource that all golfers can use. Irrespective of their abilities, Mindfocus for Golf is a tool that can be used to help the golfer reach his or her potential. You don't have to be a professional golfer to benefit from sport psychology."

Mindfocus for Golf allows the golfer to improve over a period of time. Along with targets and feedback, the whole process is two-way and personalised. This personalised feedback helps to maintain motivation and ensures that, unlike other methods of self-instruction, the golfer remains sufficiently committed to improving their performance on the golf course.

The Mindfocus for Golf programme uses multi-media video clips, score cards, rounds and thought logs to help subscribers (or members as they are to be known), who also receive general tips, prompts and specific responses to their weekly activities schedule.

Mindfocus for Golf is suitable for golfers of all standards from high handicap players to scratch golfers. The product can be used by those looking to improve all aspects of their game, or to address a specific problem area, such as the yips, or confidence on the tee.

The product has taken 2 years to develop and has undergone comprehensive trials with golfers of all abilities and handicaps. Feedback was positive with 86% of golfers saying they would recommend it to others.

Mindfocus for Golf retails at £49.99 plus VAT and is available at [www.mindfocusforgolf.com](http://www.mindfocusforgolf.com)  
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### **Mindfocus for Golf: How it works**

Users log on to the Mindfocus for Golf website at [www.mindfocusforgolf.com](http://www.mindfocusforgolf.com) and if a new user, subscribe to the facility on-line.

The user then becomes a 'member' and is given a password.

The first activity the user will undertake is a 62-question assessment of the golfer's current game. The answers are automatically processed and the user will receive a report, providing an assessment of their mental strengths and weaknesses, and the recommendation of specific mental skills which the golfer can choose to work on over a specified period of time.

There are eight disciplines: cognitive anxiety, concentration, imagery, mental preparation, motivation, non psychological, relaxation and self confidence.

The golfer can work on a specific discipline over a specified period of time by setting up a game plan.

The programme systematically leads the golfer through the development of mind skills by recommending specific articles and video clips that are found in the Mindfocus for Golf library. They are then encouraged to record their golf rounds, reflect on their mental performance and complete mind skill exercises which can be done at home, on the driving range or on the golf.

The golfer will receive weekly advice and guidance based on their performances on the golf course and the completion of the exercises.

Subscribers therefore have access to:

- Goal setting system
- Game plan process enabling them to develop their golf performance by practicing specific mind skills
- Mindfocus for Golf library containing regular articles, and multi-media videoclips designed to explain how to apply a specific mind skill

- Downloadable focus sheets to help with applying mental skills
- An evaluation system that enables golfers to track their scores, thoughts and mental performance as they work through the game plan process

Use of the Mindfocus for Golf programme has been proven to work for golfers of all abilities resulting in an improvement in the application of mental skills to help play better golf.

## Mindfocus for Golf: Trial period

A six-week Trial of Mindfocus for Golf was conducted with 60 golfers during October and November 2005, to determine the effectiveness of the product and highlight any final improvements required before its launch.

Golfers had a range of handicaps and different skill levels and objectives, and were located throughout the UK.

Results showed that 82% of golfers felt that the product helped to improve their golf performance within the six week trial.

83% said they would recommend Mindfocus for Golf to other golfers.

Comments received include:

Donald Smith, (3 handicap)

"It was easy to follow and in almost all cases was common sense. Most of the time simplicity is genius and I thought Mindfocus for Golf was excellent. It's very comparable with the best. Made for professionals, to be used by amateurs."

Matt Garden, (8 handicap)

"Mindfocus for Golf opened up a whole new side of the game that I had never really thought about working on before. The relaxation techniques brought to my attention via the website have helped me to stay relaxed and focused during a round, which in turn has helped keep my scores down even during difficult winter weather conditions."

Alan Watson (10 handicap)

"In the short trial period I found Mindfocus for Golf to be a convenient, interactive way to improve the mental side of my golf game. By working on my pre-shot routine and my pre-competition plan I saw enough improvement in my scores and my on-course confidence to convince me that Mindfocus for Golf can definitely help me raise my game to a different level on a consistent basis."

Patricia Ferguson (20 handicap)

"My golf rounds seemed to consist of about 15 holes played quite steadily, but there were always 2 or 3 holes where I lost concentration and ruined the round. I have practiced the concentration techniques taught by Mindfocus for Golf and am now delighted that when my focus and concentration do go (they probably always will at some point) I know what to do and can actually manage to do it, to put myself back on track. It was like having a sports psychologist on my shoulder!!"

## Mindfocus for Golf

### The development team

#### Simon Houghton

Simon Houghton is a director of Mindfocus Limited, the company behind Mindfocus for Golf. He holds a Masters degree in sport psychology, and is a full member of the British Association of Sport and Exercise Sciences. With a background in IT and management consultancy, Simon has developed Mindfocus for Golf as a product that enables amateur golfers to benefit from expertise in the sport psychology field, without the expense of a personal sport psychologist.

Simon has worked with a variety of triathletes and rugby players, but has a particular interest in helping golfers. In his spare time he is a keen sportsman. When he is not involved in sport, he likes to travel and listen to music.

#### Nick Smith

Dr Nick Smith is a principal lecturer in Sport and Exercise Psychology at the Alsager Campus of Manchester Metropolitan University. He has been accredited as a sport and exercise psychologist by the British Association of Sport and Exercise Sciences for sixteen years.

Nick is also a graduate member of the British Psychological Society. He has worked extensively as a Sport Psychology consultant in both the UK and abroad across a range of team and individual sports. Nick has been a media consultant and commentator for Eurosport Television since 1994.

His interests lie mostly in the areas of stress, emotion and sport performance, areas in which he has published widely for both popular and scientific readerships. In his spare time he is a regular and enthusiastic runner and enjoys listening to and playing modern jazz.

#### Kelly Jones

Dr Kelly Jones has a PhD and Masters degree in Sport Psychology from Manchester Metropolitan University. The majority of Kelly's Sport Psychology consultancy work has been with individual sports performers and her research focuses on stress and anxiety and sports performance.

Kelly's recent work has focused on anxiety and performance in golfers. Most of Kelly's spare time is spent outdoors and she is an experienced walker and enthusiastic climber.