



# 2 & 4 - day Masterclasses in Golf Psychology

*with*  
**Dr. Brian Hemmings**

**April 16/17**  
**May 7/8**  
**2011**

**GLENMUIR**  
*1891*



Scoliosis  
Campaign  
Fund

**Scoliosis Campaign Fund**

Raising Funds for the British Scoliosis Research Foundation  
and the Scoliosis Association (UK)

**2 and 4-Day Masterclasses *in* Golf Psychology**  
***with* Dr. Brian Hemmings**

**You should attend if you....**

- Wish to train closely with an individual who has worked with leading professionals and England mens and womens teams over a fifteen year period
- Are a qualified psychologist and want to advance your expertise in golf
- Are undergoing supervised training and wish to gain sport-specific knowledge/skills
- Are a postgraduate student and want to further your applied knowledge
- Are a practitioner working with players to develop their mental skills
- Want to gain insights/techniques to increase your impact with golfers
- Feel the current provision of workshops in sport psychology do not meet your needs
- Want to take part in a unique training opportunity to develop your practitioner skills
- Wish to learn more about golf in a relaxed, interactive teaching environment

**What you will gain from the Masterclass....**

- A more thorough understanding of psychological issues in golf
- Ways to develop vital professional relationship skills
- Creative assessment, intervention and evaluation tools
- A framework to increase your impact with players before, during, and after play
- Mental techniques for putting used by leading professionals and England players
- Twenty-five hours of knowledge and application from a highly qualified and experienced psychologist working in elite golf in the UK for the past 15 years
- A certificate of attendance



## Dr. Brian Hemmings

Brian has been the lead psychologist to the England golf team for 15 years delivering high performance strategies with European and World Championship winning teams and individuals at men's, youth and junior level. During this time he has helped develop the mental skills of the best young emerging English golfers.

Brian has continued to work with many of these players into their professional careers on the various European tours. He is also the performance psychologist to the English Women's Golf Association and several current Ladies European Tour players. Brian is the author of the CD 'In the Zone: Simple Mental Skills to Improve Your Golf' and the book 'Mental Toughness for Golf: The Minds of Winners'. He is a regular presenter around the UK and Ireland on the Professional Golfers Association coach education programme, and has presented at the PGA National Conference.

Brian also has a wealth of experience in many other sports, having worked with championship winning teams in professional cricket (1997 to present), 12 medallists in Olympic and Commonwealth Games boxing (1993-2000), and podium winners in single seat motor racing including Formula Ford, Formula 3, Superleague Formula, A1GP, GP2 & Formula 1(1993 to present). Whilst golf consultancy takes up most of his time, Brian is still actively working in professional cricket, motor racing and grand prix speedway.

Brian has published three books, numerous peer-review papers, and presented at international conferences. He has hosted conferences and training workshops for psychologists for over a decade.

---

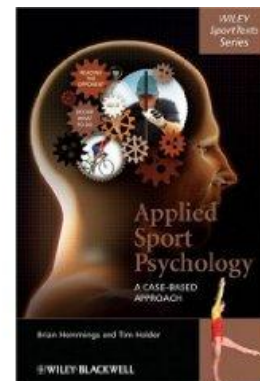
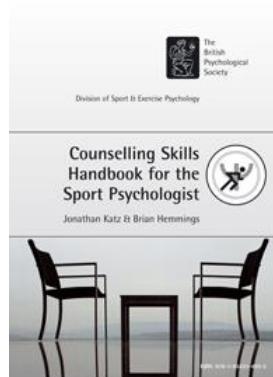
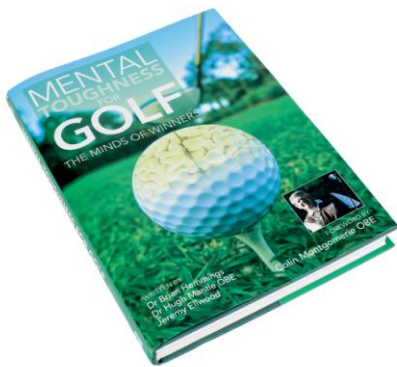
Though working full-time in private practice since 2006, Brian still has a strong academic profile (affiliated to St. Mary's University College) and has fulfilled several professional body committee roles with BASES and the BPS Division of Sport and Exercise Psychology. He gained his PhD from the University of Southampton in 1998; and has successfully supervised many trainee sport psychology practitioners over the last 12 years. He is also trained in hypnotherapy. In 2010 he was awarded a Fellowship by the British Association of Sport and Exercise Sciences in recognition of '*esteemed personal achievement, skills, knowledge and service to BASES and the sport and exercise science community*'.

Dr. Brian Hemmings has professional qualifications and registration with the following:



## Overview of Consultancy Experience in Golf

- Individual support work to players on PGA European Tour, US PGA & Nationwide tours, Challenge Tour, Europro and Alps Tours, Seniors Tour, Evian Ladies European Tour, US LPGA Tour
- Current Lead Psychologist to English Golf Union (since 1998) working with Lottery-funded National Elite, Development and Junior squads, Regional Junior squads (average 80 days per year, includes numerous warm weather training sessions in the UK and abroad; e.g. South Africa, USA, Malaysia, Puerto Rico, Portugal, Spain, Italy)
- Current Lead Psychologist to English Women's Golf Association (since 2006)
- Attendance at multiple World Team Championships, European Mens, Youth & Boys Championships, Mens & Boys Home Internationals, Professional events on European Tour
- Organised, hosted and presented at conferences "Psychology & Excellence in Golf I, II, & III" November 2002, March 2004 and April 2008 in conjunction with Professional Golfers Association. Over 100 coaches and psychologists attended on each occasion.
- Presented at 2008 PGA National Teaching and Coaching Conference
- Presented many PGA coach education workshops around UK and Ireland
- Consultancy with numerous County squads
- Coordination and mentoring of EGU/EWGA psychology teams
- Released online coaching course with PGA [www.golfpsychologycoaching.co.uk](http://www.golfpsychologycoaching.co.uk)



# MASTERCLASS CONTENT

*Approved by the British Psychological Society Learning Centre for the purposes of Continuing Professional Development (CPD)'.*

WEEKEND 1 (April 16/17 2011)

Day 1: *Developing & Managing Professional Relationships*

- Golf in the UK and opportunities for psychologists
- Golf literature and its use in informing practice
- Building rapport, and the use of humour in support work
- Increasing engagement through consultant creativity
- Confidentiality and its management
- Boundaries of expertise and the golf coach

Day 2: *Psychology for Before, During and After Play*

- Common psychological issues presented by players and coaches
- The performance loop as an educational tool
- The impact of storytelling
- Psycho-education and breathing techniques
- Building confidence and managing doubt

WEEKEND 2 (May 7/8 2011)

Day 3: *Practice and Tournament Roles for the Psychologist*

- Practice challenges and games
- Tournament interventions for teams & individuals
- A competitive mindset
- A re-evaluation of success and failure

Day 4: *The Game within the Game: Psychology for Putting*

- Psychological qualities of great putters
- Putting statistics and problematic expectations
- Attentional focus and 'quiet eye' applications
- Putting practice games

## May/November 2010 Masterclasses: Delegate Feedback

"An excellent masterclass. Brian brings his rich experience and delivers in a very engaging way - leaving lasting messages and learning points of great value" *NLP Practitioner*

"Brian is an inspiring and knowledgeable speaker and his experience and enthusiasm shine through" *Registered Sport and Exercise Psychologist*

"A rarity: a Masterclass that actually lives up to its name. The process of consultancy expertly delivered by a leader in the field" *Chartered Psychologist*

"A very useful course, it was refreshing to attend something that was very practical and applied in nature. It was great to be able to tap into the resources of a well regarded and seasoned campaigner! Well worth the investment for any developing sport psychologist with an interest in working in golf" *Psychologist*

"The masterclass gave me some good ideas for enhancing my consultancy work. Each time a topic was introduced this was backed up with research and applied scenarios. The main strength was in the delivery of the class and I am leaving the course with some valuable techniques to work with clients. I'd recommend this course to those planning to work with golfers or for those in a teaching/coaching role" *Chartered Psychologist*

"A good variety of experiences at an appropriate level (some courses talk-down). Brian shows that consultancy isn't an exact art, but that principles still guide it; and that we never stop learning - hallelujh!" *Registered Sport and Exercise Psychologist*

"The workshop lived up to its billing as a masterclass. The content and bespoke nature of elite golf support was evident throughout. Efforts to educate 'non-golf' attendees was helpful and appreciated and enhanced the learning points being delivered" *Chartered Counselling and Sport Psychologist*

"A very informative couple of weekends which have provided me with a invaluable tools to use in my own practice. In particular the putting day was very useful. For individuals at my level I think the masterclass is ideal for an insight into using psychology in golf" *BPS Stage 2 Individual in Sport and Exercise Psychology*

"This Masterclass exceeded expectations. The range of content was so useful; from opportunities to work through techniques/styles for effective engagement, to very practical skills (eg. working with 'quiet-eye' in putting). The small group size really helped promote interaction and dialogue" *Chartered Psychologist*

"Gave a great insight into the use of psychology within golf that has not been available to me elsewhere. Highlighted the areas which are most important such as humour, creativity and storytelling rather than bland material such as imagery and goal-setting" *Masters Student in Sport Psychology*

"This is the best masterclass/workshop I have ever attended. This is because I learned so much, which may be because I am a novice at golf, but I suspect not. The delivery was energetic, humble, precise, enthusiastic and passionate. The content was novel. This meant moving away from traditional sport psychology 'recipe style' content to more intangible aspects of what we do. To spend one day on relationships was so important-this is not a new area for me, yet it was still stimulating. The storytelling was particularly enjoyable, memorable and salient in delivering a message. Issues about practice seem obvious, yet somehow were not in their delivery. Again, this was novel. The applied nature of the putting was very enlightening. The weaving together of theory underpinning the applied nature of this masterclass was clear. An excellent experience all round" *Chartered Sport and Exercise Psychologist*

## **Professional Testimonials**

In accordance with professional guidelines, the following testimonials were gathered with informed consent for their use in promoting this Masterclass.

### **England & European Tour Coach**

"I have worked closely with Brian Hemmings for 15 years in coaching England players and preparing them for tournament play. Brian always works in a warm, humorous and easy-to-understand way. I am confident that four days spent working with Brian in his *Masterclass* will bring great insights into the psychology of the game, and provide techniques to improve the delivery skills of any individual."

### **European Tour Professional**

"Since I started working with Brian in 2003 as part of the county junior team my game has transformed through the national amateur ranks and now onto the European tour. In almost six years of work together we have covered many areas in my mental game and many of the things worked on were used in the Open at Royal Birkdale to be able to picture myself on the 1st tee in my first major, probably the hardest shot I have ever had to hit mentally. It turned out to be one of my best of the tournament!"

### **European Tour Professional**

"I have known Brian for over five years. When he and I work together now it mostly consists of talking about how I can compete more effectively. We also discuss my process goals, because these are the things that I can control, and then I trust the results will come. Staying in the present and going through the same processes over and over again."

### **Ladies European Tour Professional**

"I have only been working with Brian for the last year but in that time he has made a huge impact on my game. My first session with him came the week before I won and it was no coincidence that it helped me to winning that event. I'm looking forward to continued work with Brian over the next few years and feel he is helping me take my game to another level."

### **European Tour Professional**

"I've worked with Brian for over eight years now since I was an England boy golfer. He has always explained the importance of planning, routines, self assessment and goal setting. It's something we all need so we can see ourselves progress and therefore gain confidence from."

### **European Tour Professional**

"I've been working with Brian for the past six years now, and he has giving me so much confidence in my game! He has taught me how to prepare well for major tournaments and how to deal with unexpected situations on the course which have helped me get the best out of my rounds and these have made me a much more consistent player. I have used some of Brian's drills in my putting and we have both seen it improve dramatically! Brian is a fantastic guy to get along with and you feel as if you can tell him anything.... which is what a sport psychologist is about!"



## BOOKING DETAILS

**Masterclass** places are limited to 14 people to retain a high-quality individual learning experience. You are advised to book early to avoid disappointment.

### **Masterclass Dates:**

Weekends of April 16/17 & May 7/8 2011, 9.30 am - 4.30 pm

**Central Location:** Holiday Inn at M1 Junction 18, Rugby/Northampton. NN6 7XR.

<http://www.ichotelsgroup.com/h/d/hi/925/en/hotel/RUGNH>

**2 Day Fee:** £330.00 with no VAT to pay. Fee includes lunch and refreshments each day of the course. *Please indicate which weekend you would like to attend when completing booking form.*

**4 Day Fee:** £595.00 with no VAT to pay. Fee includes lunch and refreshments each day of the course.

**Early Booking 2 & 4 Day Fee:** £297.00 or £535.00 with no VAT to pay. The full amount must be paid by 31<sup>st</sup> January 2011. Fee includes lunch and refreshments each day of the course.

Discounted accommodation (B&B, £50.00 per night) and B&B/dinner rates (£66.00) have also been negotiated with the hotel, *but must be booked independently\**. This includes full use of the hotel facilities including gymnasium/swimming pool/sauna and spa. Please call Hazel Forrester *direct* on 01788 824810 or email [meetings-Rugby@ihg.com](mailto:meetings-Rugby@ihg.com) quoting reference *Golfmind Masterclass*.

\*Accommodation and evening meals are not included in the course price.

**Booking Forms & Payment:** An application form with a range of payment options, and extensive venue details can be found at [www.golfmind.co.uk](http://www.golfmind.co.uk) under Masterclass

**Call now** to discuss your Masterclass place on 01788 510896 or e-mail [brian@golfmind.co.uk](mailto:brian@golfmind.co.uk)