

Master Your Moment by Cero Golf (Excluding R2B)

AED4000 for 8 Sessions (AED750 thereafter)

Program Direction

This program is designed to:

1. Understand the psychological and neurological causes of the yips.
2. Develop cognitive and behavioral strategies to overcome performance anxiety.
3. Equip players with tools to manage anxiety and prevent the recurrence of the yips.
4. Provide long-term skills for mental strength and resilience in high-pressure situations.

Course Agenda

Title: "Mastering Mental Toughness: Overcoming the Yips"

- Target Audience: Golfers and athletes experiencing high-performance anxiety (specifically yips-related).
- Duration: 8 sessions (45 minutes each).
- Delivery: Combination of practical exercises, mental coaching, self-reflection, and case studies.

Session 1: Discovery & Assessment

- **Objective:** Understand the player's background, life changes, and the onset of the yips.
- **Content:**
 - Personal history (recent life changes, injury, stress factors).
 - Discussion on the moment they first noticed the issue.
 - Introduction to the yips (scientific research, symptoms, triggers).
 - Case studies of golfers and athletes who faced the yips (e.g., Tom Watson, Bernhard Langer).
 - **Outcome:** Identify key areas to work on and set a personal goal for the program.

Session 2: Understanding the Yips (Science & Psychology)

- **Objective:** Dive deeper into the neurological and psychological causes of the yips.
- **Content:**
 - Breakdown of scientific studies on the neurological connection between stress, fear, and muscle twitches.
 - Cognitive-behavioral theories (anxiety loops, fear of failure, fight-or-flight response).
 - Explanation of brain functions involved (cerebellum, amygdala).
 - **Outcome:** Understand the brain-body connection and why the yips occur under pressure.

Session 3: Recognizing and Shifting Your Mental State (Part 1)

- **Objective:** Teach players to recognize signs of anxiety and the onset of performance anxiety during play.
- **Content:**
 - Identification of physical and mental cues of anxiety (heart rate, muscle tension, negative thoughts).
 - Techniques to stay present and reduce anxiety during play (mindful breathing, self-awareness exercises).
 - Introduction to simple rituals or triggers to refocus (e.g., resetting your grip, deep breathing).
 - **Outcome:** Ability to identify and interrupt anxiety patterns before they take over.

Session 4: Practical Applications on the Course (Part 1)

- **Objective:** Begin applying mindset techniques in golf scenarios.
- **Content:**
 - Simulating high-pressure situations on the course (putting, short game).
 - Practicing recognition of stress cues and mental resetting techniques mid-play.
 - Visualization exercises (imagining successful outcomes).
 - **Outcome:** Start building the ability to remain calm and collected under real game pressure.

Session 5: Mental Resilience Techniques (Part 2)

- **Objective:** Introduce more advanced mental strategies to enhance resilience.
- **Content:**
 - Cognitive-behavioral strategies to overcome fear of failure and perfectionism.
 - Mindfulness techniques to maintain focus during critical moments (e.g., body scans, muscle relaxation).
 - Developing personalized rituals to reset your mental state (e.g., resetting posture, focusing on breath).
 - **Outcome:** Refine techniques for controlling anxiety and building mental toughness.

Session 6: Practical Applications on the Course (Part 2)

- **Objective:** Build on course application, focusing on maintaining control during competitive moments.
- **Content:**
 - Refining techniques in real-game scenarios with enhanced focus on high-stakes situations.
 - Expanding visualization techniques to prepare for all possible outcomes.
 - Learning how to recover from setbacks mid-game (bouncing back from a bad shot).
 - **Outcome:** Strengthen consistency in managing pressure and executing skills with focus.

Session 7: Building Long-Term Resilience

- **Objective:** Equip the player with tools for long-term success and mental strength.
- **Content:**
 - Recap of all techniques and their practical applications.
 - Introducing habit-building strategies to reinforce mental strength (e.g., regular meditation, journaling).
 - Personalized pre- and post-game routines for long-term resilience.
 - **Outcome:** Establish habits that ensure mental resilience beyond the yips.

Session 8: Conclusion & Future Focus

- **Objective:** Reflect on progress and outline a plan for future growth.
- **Content:**
 - Review of progress and key breakthroughs made during the course.
 - Address remaining challenges and areas for future improvement.
 - Set a plan for continuous practice and mental training beyond the program.
 - **Outcome:** Ensure the player is equipped with a clear long-term strategy for mental strength and control.

Preparation to Deliver the Course:

1. Background Reading and Resources on the Yips:

- "**The Yips: Golf's Battle With the Mind**" by Richard Keefe and other sports psychology texts: Read studies and literature on the causes and treatments of the yips, focusing on cognitive and behavioral strategies.
- "**The Inner Game of Golf**" by W. Timothy Gallwey: This classic explores the mental side of golf and can provide insights into coaching athletes to overcome mental challenges.
- **Sports Psychology Articles and Case Studies:** Review research on the yips across various sports to gain a broad understanding of how different athletes handle performance anxiety.

2. Cognitive Behavioral Therapy (CBT) Basics:

- **CBT Training Courses** (online or in-person): Familiarize yourself with basic cognitive-behavioral techniques that address performance anxiety, negative self-talk, and fear of failure. Platforms like Coursera or Udemy offer introductory courses.
- **CBT Resources and Tools:** Use tools like **thought records** and **behavioral activation** to teach athletes how to counter negative thinking patterns and replace them with constructive behaviors.

3. Mindfulness and Relaxation Techniques:

- **Mindfulness-Based Stress Reduction (MBSR):** Research the basics of mindfulness and how it can help athletes focus, stay present, and reduce anxiety.
- **Diaphragmatic Breathing and Progressive Muscle Relaxation:** Learn relaxation techniques and exercises to teach your clients how to control physiological responses to stress.

- Apps like Headspace or Calm can also help build mindfulness practices for you and your athletes.

4. Visualization and Imagery Techniques:

- Study techniques for **sports visualization**: Learn how athletes use visualization to mentally rehearse success, reinforcing positive outcomes and reducing fear. Books like "With Winning in Mind" by Lanny Bassham provide useful strategies.
- Practice creating **personalized visualization exercises** for different players depending on their game (putting, long game, recovery shots).

5. High-Performance Coaching Techniques:

- Consider a certification in **Sports Psychology Coaching** or **Mental Performance Coaching** to solidify your expertise and credibility. Organizations like the **Association for Applied Sports Psychology (AASP)** offer various programs.

6. Build Credibility as a Coach:

- Develop a **structured coaching approach**: Create lesson plans, performance evaluation tools, and player progress reports to show a professional approach.
 - Use **testimonials** from players who successfully complete the program to build trust and attract more clients.
 - Attend seminars or workshops related to **mental performance in sports** to stay updated on new techniques and strategies.
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Client Takeaway & Reflection Tasks After Each Session

Session 1: Discovery & Assessment

- **Takeaway:** Write down your personal history with the yips. Identify when you first noticed the symptoms and how it has affected your game.
- **Task:** Complete a **Yips Journal** before the next session. Record specific situations on the course or in practice where you felt anxious or experienced a twitch. Include any thoughts or feelings that accompanied these moments.
- **Baseline:** Measure your current level of confidence in overcoming the yips (scale of 1-10).
- **Progress Measurement:** Review your journal in the next session to identify recurring patterns.

Session 2: Understanding the Yips (Science & Psychology)

- **Takeaway:** Learn to recognize the mental and physical signs of anxiety that lead to the yips.
- **Task:** Practice **self-awareness** during practice and game situations. Note specific physical sensations (e.g., tight muscles, increased heart rate) and negative thoughts that arise before the yips occur.
- **Baseline:** Rate the frequency and intensity of these sensations on a scale of 1-10.
- **Progress Measurement:** Compare the frequency and intensity after applying awareness techniques in the next session.

Session 3: Recognizing and Shifting Your Mental State (Part 1)

- **Takeaway:** Learn how to stop the anxiety loop and reset your focus when you feel stress or fear creeping in.
 - **Task:** Create a **mental reset ritual** (e.g., deep breath, refocusing on grip, stepping away for 10 seconds) and implement it at least 3 times during practice or play this week.
 - **Baseline:** Note how often you feel stress and how quickly it escalates into a physical twitch.
 - **Progress Measurement:** Track how often you use your mental reset ritual and how it impacts your performance.
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Session 4: Practical Applications on the Course (Part 1)

- **Takeaway:** Apply your awareness and mental reset techniques in real-game scenarios.
 - **Task:** Play a round of golf and practice your mental reset strategy each time you feel stress building. After each hole, reflect on how well you managed anxiety and note the outcome.
 - **Baseline:** Rate your ability to control stress during play (scale of 1-10).
 - **Progress Measurement:** Reflect on your consistency with resetting your mindset and compare game performance across rounds.
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Session 5: Mental Resilience Techniques (Part 2)

- **Takeaway:** Strengthen your ability to bounce back from fear of failure and setbacks during play.
 - **Task:** After each round, review the most stressful moments and practice **self-compassion** (forgiving yourself for mistakes and refocusing on the next shot). Journal about 2-3 situations where you felt resilient and in control.
 - **Baseline:** Measure your fear of failure on a scale of 1-10.
 - **Progress Measurement:** Reflect on how often you felt able to move past mistakes without dwelling on them.
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Session 6: Practical Applications on the Course (Part 2)

- **Takeaway:** Apply long-term resilience techniques in competition-like scenarios.
- **Task:** Simulate a competitive round or play in a real competition. Focus on executing your mental strategies consistently, even under pressure. Take detailed notes on any anxiety triggers and how you handled them.
- **Baseline:** Measure your overall stress level during competitive play (scale of 1-10).
- **Progress Measurement:** Review your performance and how your stress management techniques helped maintain focus.

Session 7: Building Long-Term Resilience

- **Takeaway:** Establish pre- and post-game routines to reinforce your mental toughness.
 - **Task:** Develop a **personalized routine** that includes relaxation, visualization, and self-talk for both pre- and post-game. Practice it daily and track how it influences your confidence over time.
 - **Baseline:** Rate your confidence in facing pressure situations (scale of 1-10).
 - **Progress Measurement:** Reflect on the effectiveness of your routine and how it has impacted your mental state on and off the course.
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Session 8: Conclusion & Future Focus

- **Takeaway:** Reflect on your journey and create a plan for continuous mental training.
 - **Task:** Write a **self-reflection** on your progress through the program. Identify key breakthroughs and areas where you've grown. Set 2-3 long-term goals for maintaining mental strength beyond the program.
 - **Baseline:** Evaluate your confidence in maintaining long-term mental resilience (scale of 1-10).
 - **Progress Measurement:** Schedule a follow-up session after 1-2 months to review continued progress and make adjustments to your mental strategies if needed.
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Case Study Development:

As you collect these post-session reflections and progress data from clients, you can create **case studies** to demonstrate the effectiveness of the program. Key data points to include in each case study:

- Initial assessment (baseline scores on anxiety, confidence, resilience).
- Specific challenges the player faced and how they evolved throughout the program.
- Quantifiable improvements (e.g., reduction in yips incidents, improved tournament results, higher confidence ratings).
- Client testimonials about how the program has impacted their mindset and game.

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Course Agenda

Title: "Red to Blue: Overcoming the Yips"

- Target Audience: Golfers and athletes experiencing high-performance anxiety (specifically yips-related).
- Duration: 8 sessions (45 minutes each).
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Session 1: Discovery & Assessment

- **Objective:** Understand the player's background, life changes, and the onset of the yips.
- **Content:**
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 - Introduction to the yips (scientific research, symptoms, triggers).
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Session 2: Understanding the Yips (Science & Psychology)

- **Objective:** Dive deeper into the neurological and psychological causes of the yips.
- **Content:**
 - Breakdown of scientific studies on the neurological connection between stress, fear, and muscle twitches.
 - Cognitive-behavioral theories (anxiety loops, fear of failure, fight or flight response).
 - Explanation of brain functions involved (cerebellum, amygdala).
 - Outcome: Understand the brain-body connection and why the yips occur under pressure.

Session 3: Red to Blue Mindset Shift (Part 1)

- **Objective:** Introduce Gazing's Red2Blue methodology, focusing on shifting from a stressed (red) to a focused (blue) mindset.
- **Content:**
 - Introduction to Red2Blue principles: shifting from emotional overwhelm to rational, performance-based thinking.
 - Techniques to recognize when you're "red" and how to reset back to "blue."
 - Simple breathing exercises and relaxation techniques to shift into "blue."
 - Outcome: Ability to recognize stress triggers and apply breathing and relaxation strategies.

Session 4: Practical Applications on the Course (Part 1)

- **Objective:** Begin transferring mindset techniques into practical golf scenarios.
- **Content:**
 - Working through simulated high-pressure situations on the course (putting, short game).
 - Identifying red triggers and practicing blue mindset techniques mid-game.
 - Visualization exercises (how top athletes visualize their performance to reduce anxiety).
 - Outcome: Build mental resilience during practice to prepare for real game scenarios.

Session 5: Red to Blue Mindset Shift (Part 2)

- **Objective:** Deepen Red2Blue techniques and explore advanced mental strategies.
- **Content:**
 - Cognitive-behavioral strategies for handling fear of failure.
 - Mindfulness techniques to stay present during performance (e.g., body scan, anchoring).
 - Positive self-talk and mantras (developing the athlete's inner dialogue).
 - Outcome: Master advanced techniques for managing anxiety in real-time.

Session 6: Practical Applications on the Course (Part 2)

- **Objective:** Focus on building consistency and applying the techniques under competitive conditions.
- **Content:**
 - Practicing in competitive, real-game scenarios with guided focus on staying in the blue.
 - Refining visualization techniques with feedback (slow-motion visualization).
 - Handling setbacks and bad shots (how to bounce back from a mistake during play).
 - Outcome: Achieve consistency in staying calm, collected, and focused in high-stakes situations.

Session 7: Building Long-Term Resilience

- **Objective:** Equip the player with tools to ensure long-term success and prevent recurrence of the yips.
- **Content:**
 - Recap of tools learned throughout the program.
 - Introduction to habit-building for long-term mental resilience (journaling, meditation).
 - Personalized mental routines to incorporate before, during, and after games.
 - Outcome: Develop a long-term plan to reinforce mental strength and resilience.

Session 8: Conclusion & Future Focus

- **Objective:** Reflect on progress and outline next steps for continued growth.
- **Content:**
 - Review progress made in overcoming the yips.
 - Discuss remaining challenges and areas for future improvement.
 - Plan for the next phase (beyond the 8-session package) with continued mental training and reinforcement.
 - Outcome: Establish a clear, actionable plan for the future, setting long-term mental performance goals.

Background Tools and Resources for Coaches:

To prepare for delivering this course, you'll need:

1. Gazing's Red2Blue Framework Training: Learn the key mindset-shifting techniques within Red2Blue to ensure you can coach players effectively.
2. Cognitive-Behavioral Training Tools: Familiarize yourself with CBT techniques and how they can be applied to high-performance sports psychology.
3. Scientific Research on the Yips: Understand the studies that show how and why the yips occur (e.g., Dr. Richard Keefe's work on sport psychology).
4. Case Studies and Testimonials: Compile a list of case studies from golfers and other athletes who overcame the yips, including their methods and experiences.
5. Mindfulness and Relaxation Techniques: Develop a deeper understanding of relaxation techniques such as diaphragmatic breathing, progressive muscle relaxation, and guided visualization.
6. Player Evaluation Templates: Create templates for assessing players' mental and physical states throughout the program to track progress.

Expanding Beyond the 8-Session Package:

- Follow-Up Coaching Sessions: Offer individual one-on-one coaching for players needing continued support.
- Group Workshops: Organize workshops where multiple players can practice Red2Blue techniques in a competitive setting.
- Digital Course Expansion: Convert the material into a self-guided digital program for remote learning.