

The Seven S's of Golf...

The most important aspects of the golf swing and the game, in general, all revolve around the building of a strong and solid foundation for the body, the mind, and the basics of an athletic swing. Each of the following concepts plays a critical role in your understanding of what creates a great round of golf as well as contributes to a lifetime enjoyment of the game.

Stamina

This is clearly the most underestimated portion of the game. Golfers tend to ignore the cardiovascular component of golf. However, walkers cover an approximate walking distance of 4-5 miles each round. Even cart riders put in their fair share of walking depending on local cart rules, weather conditions, and following errant shots. Poor cardiovascular conditioning can certainly have a negative impact on your game. According to Tiger Woods "fatigue can affect your focus and cause you to make a bad decision. I never want to lose a tournament because of a bad decision precipitated by my being out of shape."

Stability

The most important rule in a golf conditioning program is to work and develop strength from the core region of the body outward. A strong trunk allows forces to be transferred effectively from the legs to the upper body. It also enables the body to withstand those forces without breakdown. Stabilization comes in many forms for the golfer including postural stabilization, trunk stabilization, and joint stabilization. A strong and stable body allows the golfer to maintain the spine angle throughout the entire swing.

Strength

Strength comes in many forms with regard to the golf swing. Strong back muscles allow the golfer to endure the explosive movements in the swing. Strength in the trunk region or "core" area of the body produces stability and helps to generate power. Combined muscle strength produces balance and coordination. Strong ligaments and tendons also prevent the joints from going beyond their range of motion.

Supple

Flexibility is the single most important physical characteristic likely to influence your golf swing. A tight body creates restricted motion in the swing and produces injuries as a form of compensation. Keep your body "supple" so it doesn't become a limiting factor in your performance.

MASTER TRAINER:

Jeff Green MS, CSCS, CES, PES, USAW, USATF

Exercise Physiologist

Certified Strength and Conditioning Specialist

USA Weightlifting Coach

USA Track & Field Level 1 Coach

Clinical Exercise Specialist

Performance Enhancement Specialist

National Strength & Conditioning Association

Alabama State Chairman

American College of Sports Medicine Member

State & National Champion Powerlifter

Spirit

Attitude is everything! Many experts believe it is careful and premeditated preparation that allows a golfer to experience a mental edge in recreational or tournament play. What you say, what you think, and how you act all contribute to your state of mind, and therefore contribute to the outcome of your game. Keep a positive and hopeful spirit when you play. According to Dr. Patrick Cohn, a sports psychology expert, the following components create your mental advantage: a dream, a vision, the desire, the power, the guidance, the wisdom, and the determination.

Sequence

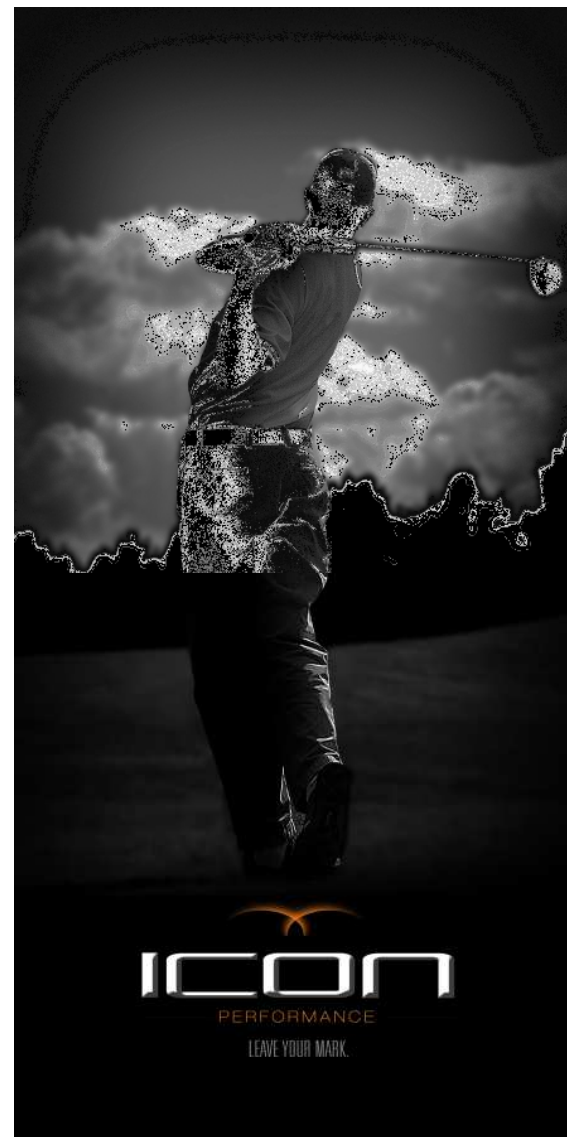
The golf swing can be separated into five biomechanical phases that work in sequence.

Set-up • Backswing • Transition • Downswing
& Follow-through

A true understanding of proper body motion at each sequence will ensure consistency in your swing. It is the goal of every golfer to have a fluid and repeatable swing. Consistency is created through proper sequencing and solid mechanics.

Skill

Good swing mechanics is an absolute necessity in any sport and certainly, golf. The idea behind the golf swing is to create a simple and flowing athletic swing free of wasted motion and unnecessary compensations. Next time you go to strike a ball, remember this... "with a hitting area on the clubface of 2.5 inches, you have to strike a ball only 1.68 inches in diameter. The 14.25 ounce club, which builds up a dynamic pulling weight of approximately 100 pounds during your 1.5 seconds motion, has to be swung at a speed approaching 90 miles per hour an arc of approximately 18 feet. The ball is on the clubface for just .00035 of a second and to be hit the desired distance in the right direction it has to be launched at an angle of 42 degrees."



ICON Performance Golf Strength & Conditioning

*Increased Intensity or Load
Increased Duration (of a movement or set)
Increased Volume (of an exercise or session)
Increased Density (work to rest ratio)
Increased Acceleration/Deceleration
Increased Power
Increased Rate of Force Development
Increased Velocity
Increased Range of Motion
Increased Complexity*

What can The Icon Performance Center do for me?

The Future of Golf

The latest wave of golf courses measure 7500 yards from the championship tees. With professional golfers still shooting extremely low numbers, there's no doubt that 8000 yards will be the magic number soon. Once the par 4's became five hundred yards, the prerequisites for playing professionally will start to change. Will you be ready?

Let's take a closer look at the new requirements....

TIME

Have you ever played a six hour round? It is pretty excruciating. With the dynamics of the game changing so quickly, will you be prepared?

Five hours plus one for warm up means six hours at the course. Nutrition, conditioning, strength, and recovery rates all change. Should the golfer totally rethink his preparation? Of course.

STRENGTH

Once John Daly and Tiger Woods hit the scene, the need for adding length and building new courses began. Tiger claimed the length was for the kids younger than him. Power has become one of the top priorities. Not many courses are safe when golfers routinely hit the ball 330 yards, 700 yard par 5's, 500 yard par 4's, and 250 yard par 3's. Whenever power becomes a priority in a sport, strength & conditioning are sure to follow. While taller athletes continue to dominate some sports, a higher center of gravity is not necessarily an advantage in golf. The ability to maintain your posture, the strength of your core, and even the ability to be on your feet longer are critical. Golfers will need to maximize all contributing factors to performance. The days where a few strong points will hide your weaknesses are over.

Q&A for Your Golf Fitness Coach

Jeff Green

What is your background?

I've been involved in most training aspects of the fitness industry since 1986, and I rehabilitated my first golfer in 1992. My education includes degrees in Exercise Science, Health Education and Exercise Physiology. Over the past 20 years or so, I've accumulated several certifications including NSCA Certified Strength and Conditioning Specialist and USA Weightlifting Sports Performance Coach. Over the years, I've also taken advanced training in shoulder, knee, and spine rehabilitation as well as many methods and applications of strength, power, and speed training.

Why the specialty with golf?

In my experiences in working with a variety of athletes, there are several groups of athletes which tend to remain in the "Dark Ages" when it comes to their physical preparation. For most golfers at all levels, strength and conditioning programs are almost non-existent. Those golfers that do follow some form of golf conditioning program are oftentimes unaware that the exercises and activities they are performing will actually do nothing to improve their golf game. Some exercises can actually decrease golf performance. After several weeks on my conditioning program, my clients experience dramatic changes in their capabilities. If they were doing the correct exercises before, that shouldn't happen.



What are some of the biggest mistakes golfers make?

What most golfers don't realize is that improving the underlying abilities of playing golf – dynamic flexibility, speed-strength, short-term endurance – makes a golfer more teachable. The more teachable a golfer becomes, the greater his or her skill level. Then, rather than trying to create a compensation in his or her golf swing, they are able to perform optimally and consistently with a reduced risk of injury.

How should golfers condition themselves for golf?

Golfers need to prepare themselves based on their golf-related weakness. As those weakness become strengths, LOOK OUT! That's when scores start to drop and golf gets a heck of a lot more fun.

How to unleash the power of your Core...

The golf swing relies upon core strength, endurance, and proper engagement in seeking elements of stabilization, control, and coordination. Core conditioning is very important for a golfer because all movements in your entire body stem from the strength in this area. Wherever you find a weak core, you find a major source of energy leaks in the golf swing.

The core is where the body's center of gravity is located and where force production begins. Most people have a very weak core, and as a result, chronic posture problems. Over time, this creates wear and tear on the body. A golfer with a weak core is vulnerable to injury and struggles with efficiency in their swing. How strong is your core for golf?

3156 Sunview Drive
Cahaba Heights
205.970.2348 (BFIT)
www.iconperformanceonline.com

