



SPENCER
—GOLF—
ACADEMY

Junior Golf Hand Book

Our Vision

“Developing Champions”

Our Mission

“Professional Coaching to Play Your Best”



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About Us and Our Facility

The Spencer Golf Academy recognizes the unique nature of each person's golf swing and adjusts our curriculum to fit accordingly to the student to achieve their best results. We do not use a blanket type approach to its golf coaching and lessons. This approach has made us popular with both amateurs and professionals as our students love the personalized attention and programs created just for them.

The key to our coaching is to create a partnership with our players where we actively listen to their needs and understanding their goals. This partnership allows us to help players improve their games more efficiently. We always start with an assessment of the player's body type and movement characteristics, allowing us to start matching fundamentals such as grip, posture, swing plane and proper pivot. Our goal is to get the club back to impact in a position that allows the player to play their best. Furthermore, we enable the player to make strategic choices on the course with club selection and distances.



We currently have two teaching studios at The Spencer Golf Academy that are state-of-the-art. Each studio operates with wireless technology connected directly to TV monitors enabling students to immediately see their accomplishments. In addition, we utilize a variety of training aids in order to help our students achieve desired changes at a faster pace.





Coaching Team

Developing a team of successful coaches requires a group of people that hold different sets of skills and are effective communicators. This gives the team variety and the ability to problem solve with one another. We gathered a diverse team that includes a variety of golf specialists and a recent collegiate player. Our team provides the Junior athlete a group of coaches that value growth vs. perfection. We know there is more than one way of developing a player, and from our past experience and success, we have put together a road map. The team works to educate, motivate and entertain the player in each coaching session.

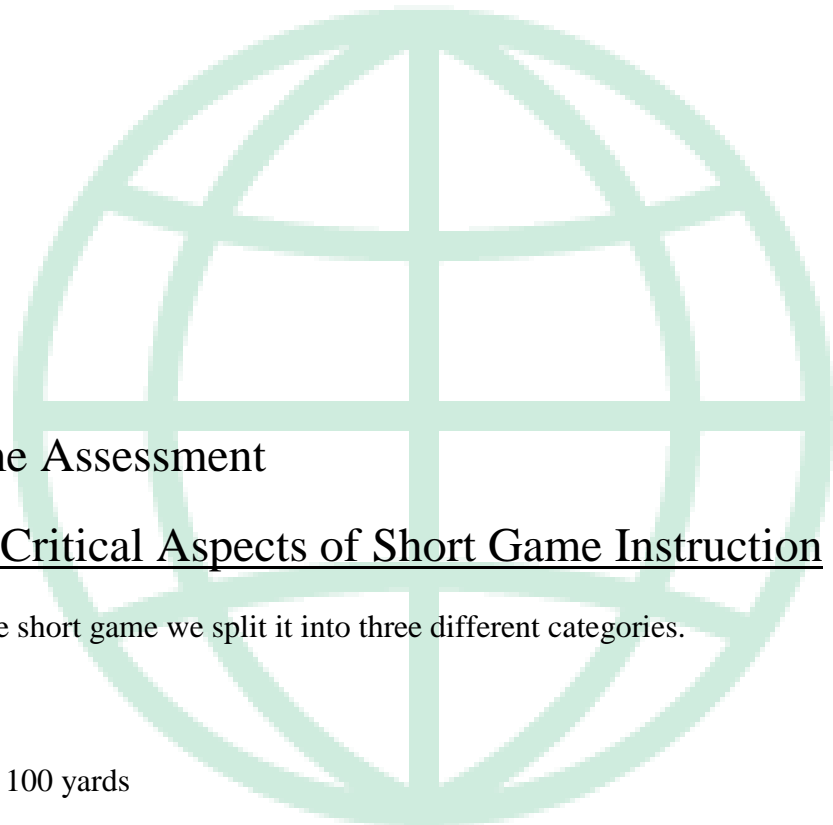
Doug Spencer- Doug Spencer is Academy owner and a Golf Digest Top 100 Teacher Under 40 from Parkersburg, West Virginia. He currently coaches 7 PGA Professionals, multiple collegiate athletes and some of the best amateurs in the country. His students have had success at every level from beginner to the championship winning professional. Doug has traveled the world to teach golf including South Korea, Japan, Thailand, China, New Zealand, Australia and Hawaii.

Understanding How to Improve Student Learning- Assessment Process

The assessment process is important to the long term development of a player. We use the assessment at the beginning to give us a reference for how the player is currently playing the game. The results will give us a roadmap for future coaching. We conduct assessments every two months to measure how effective the designed practice plan is working. This allows us to make the necessary adjustments and keep the player moving forward in the improvement process. We assess all aspects of the game from short game to full swing. Technology allows us to measure and accurately assess each player's skill level in all aspects of his or her game.

We start with a short game assessment and work into the long game.

1. Short Game Assessment (Putting & Chipping – Shots Under 100 Yards)
2. Full Swing: Driver and Irons Assessment
3. Mental Game Assessment



1. Short Game Assessment

Critical Aspects of Short Game Instruction

When looking at the short game we split it into three different categories.

1. Putting
2. Chipping
3. Shots under 100 yards

We break down each category with assessments to determine the strengths and weaknesses. The assessment is broken down into two categories: technical and skill based. Both are equally important to improving and lowering your score. Technology allows us to measure and keep accurate records of improvement. We also use technology to setup training protocols to test and train.

Putting Assessment

Technical	Skill
Eye Position	Alignment
Grip	Putter Face Control
Posture	Speed Control
Arm Hang Position	Green Reading
Ball Position	Aim
Green Reading	

Chipping and Shots under 100 yards Assessment

Technical	Skill
Equipment	Distance Control
Ball Position	Trajectory Control
Bottom Control	Bounce Control
Posture	

Swing Plane



2. Full Swing: Driver and Irons Assessment

BioSwing Dynamics is the process we use to assess our players.

3. Mental Game Assessment

The mental game assessment gives us some insights into how the player perceives themselves and their game of golf. Knowing this information helps us with a guideline on how we can better help the golfer. The following is our first activity we use to assess players.

Activity

Self Confidence

Measure your player's level of Self-Confidence. Ask your player to complete the following activity.

Please answer the following in relation to your experience. There are no right or wrong answers. Circle the number that best matches your experience.	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree
I usually think I'm a good golfer.	1	2	3	4	5
I will not be satisfied until I am the best.	1	2	3	4	5
When I am faced with a competition, I'm usually sure I will be able to win it.	1	2	3	4	5
I'm very confident about my golf ability.	1	2	3	4	5
I often think about my best experiences when I prepare to play competitions.	1	2	3	4	5
I am always in a good positive mood when I play competitions.	1	2	3	4	5
I always tell myself positive things when I am playing a competition.	1	2	3	4	5
I often think about games of golf that inspire me.	1	2	3	4	5
I often tell myself I can become a great player.	1	2	3	4	5
I often think about winning tournaments.	1	2	3	4	5

A score greater than 40 means your player is very self-confident and needs to continue the training

How Students Process Information

We all gather and learn information in different manners and time tables. Whether it be visual, audio or physical the player may or may not know works for them. You should always ask first because they may be right! Having the player explain to you what they perceive to be correct and what they are trying to do is the first step to changing. Once you understand their understanding of what needs to happen you may then insert new ideas. Motor skills cannot be taught they can only be learned.

Technology used for Assessment Process

 A photograph showing two force plates, one red and one blue, with a tablet displaying a video of a golfer's swing on the red plate.	<p>Smart 2 Move force plates allow us to measure and assess how the golfer is using the ground to create force.</p>
 The Trackman logo, featuring the word "TRACKMAN" in white capital letters on an orange rectangular background.	<p>Trackman is a Doppler radar that allows us to collect 28 club and ball parameters. We can use this to check current performance <i>and</i> track future progress.</p>
 The FocusBand logo, featuring a blue circular icon with a stylized 'G' and the text "FOCUSBAND" in blue, with the tagline "Process. Result. Belief.™" below it.	<p>Focus Band empowers you to achieve a more desirable mental state by using the real-time Avatar and Neurofeedback tools. - Learn how you can control and reduce stress and cognitive anxiety in minutes. - Developed for sport, business, meditation, wellness and sleep.</p>
 The BLAST logo, featuring a black circular icon with a stylized human figure and the word "BLAST" in bold black capital letters below it.	<p>Allows us to capture and measure stroke and swing metrics with a portable wireless sensor.</p>

Incorporating Effective Swing Changes

Incorporating effective swing changes starts with completing the assessments and developing a long term improvement plan. Changes take time before they can be stressed under pressure in competitive situations. When making changes you are re-routing your neurological motor pattern. There is no such thing as muscle memory. We must retrain the signals our brain is sending to the body to change the movements. Creating effective restraints and challenges for the player such as drills that allow the player to create the right force. Allowing the player to receive feedback by them making the correct movement allows too change to happen. Having the player make swing at slower speeds allows them to feel the change of movement more easily. Another way to incorporate change is using tracking devices such as trackman to measure ball and club data. Seeing the data change allows the player to receive instant feedback on whether the goal was accomplished on that particular shot. This is why having a system to measure each individual person is so important. Your body is your blueprint and determines what matches you need to create to allow your game to improve.

Designing Effective Practice Routines

When designing effective practice routines each player will have a unique practice plan based upon their needs, time and upcoming tournament schedule. We use the results from our initial body assessment, trackman combine, force plates, equipment check and short game assessment. The amount of time the player has allotted to practice will also be a determining factor of how the plan can be set up. In all plans, it is key to include both drills that work on technical development and drills that work on skill development. Working on skill includes controlling speed and trajectory of the ball. Within the drills we can use 2 types of practice: block practice and variable practice. Block practice includes hitting the same shot or doing the same movement over and over. Variable practice is when a different trajectory, club, distance goal or movement patter is used for each attempt.

Coaching Techniques to Improve Your Player's Potential

The art of coaching is a learned skill and takes time to develop. We strive to be continual learners and are always looking for opportunities for exceptional education events. The information currently being revealed through research is continuing to come to light and prove what is happening with the human body. Ongoing, we as coaches need to learn these ideas and work to understand how we can relate this information to players we teach. As we all know what we feel in golf and what is reality are usually two different things. To reach a broader audience we don't use one method or style with our coaching. We have a blueprint for long term development and guide the player to find their natural motion.

The techniques we employ are determined by who is in front of us and this starts with the interview process. The interview gives us insights into how a player takes in information. How the player takes in information whether visual, hearing or by feel give us insights into how we communicate the information to them. This is the hardest challenge we have as coaches: finding the right method to reach each individual that stands in front of us.

As we coach, providing players with opportunities to develop skill is vital to long term development. This is accomplished by using drills, games and competitions to help players perform under stressful situations. Development of skill takes time and patience to develop. Throughout the technical advancement of a player, skill development is where the player learns to adapt the most and learn how to score.

Measuring Lesson Effectiveness

To achieve the desired results, coaches must evaluate the student's performance and results to measure the lesson effectiveness. Results matter! This enables us to determine where additional improvements and adjustments can be made for continued improvement and desired results. There are many different ways to measure success of the lessons and player commitment. We can use technology to assess improvements and track the results. Additionally, we can evaluate on course golf performance by recording and reviewing player statistics in addition to listening to the player's feedback.

College Recruiting

Students wishing to pursue college golf can work with SGA Consulting. Together we can work to improve the student's golf skills in addition to guiding the family through the college recruiting process.

interests. The player should take the initiative with this process as developing a relationship with a coach you trust and want to work with can lead to a successful college playing experience. While coaches typically respond to emails and calls starting with a player's Junior year of high school, it may be helpful to reach out earlier as they may contact the player's coach.