

# Is Your Mental GPS Set Right for Golf?

Carey Mumford ©2009

If you have the motivation, stamina and tenacity to engage in a genuine search for full comprehension of your golf game, and if you start with consideration of the history of player development through articles, books and websites dedicated to it, you will discover a stark reality. There is nothing visible in the *traditional* world of golf information, either concerning mechanical or mental issues that shows how to manage the instant when the golf club is in motion aimed at striking the ball and the thinking that supports it. Call it "the moment of truth." If that information and process is missing from your GPS, you may find yourself in a variety of situations that leave you wondering, "What happened?"

We have only taken our studies back as far as Grantland Rice, starting with the 1920s, but we have found that sufficient to make a convincing affirmation. The best anyone has offered in all that time to describe a process to support "the moment of truth" is typically registered in slogan form, as in "Just do it!" "Let it go!" "Release it!," or something akin to one of those pronouncements. That's as descriptive as it gets, with one exception, formed into an essential part of the process and program created by those of us at Key-Golf some 30 years ago. Other than that, there is no indication of procedural direction or process from statements out of the past or in the present to assist players in that most critical moment. Common slogans do not ordinarily come with "instructions for assembly." But it is possible to get to those instructions, if one chooses. That seemingly simple step to include those instructions emerges as the most critical input for any player's GPS, if one is to capture the moment of truth with certainty and consistency.

Before elaborating on the process and principles needed for the game that have not appeared on the lists of acclaimed leading mentors, it needs to be said that we have not found anything actually bad or intended to deceive in what has been available from instructors, researchers, wizards and players. We did find long ago, however, a bit of a gap in the knowledge and action bases. Golfers have allowed, even encouraged, that small crack to balloon into a Grand-Canyon-sized chasm reminiscent of the proverbial, "For want of a horseshoe nail the kingdom was lost."

Once that gap, unattended and unchallenged, continued to grow unabated, it took on universal character, so there is currently no need to choose someone or something to blame, since the fault is as universal as the problem. What continues missing in the syllabi of those who teach and the players who seek to learn is so wide-spread that what we brought to the table 30 years ago to fill "the gap" apparently created an appearance that we had somehow attacked the "holy, revered high priests" of golf, and didn't know what we were talking about. After all, the majority opinion clearly ruled then and does now, aided and abetted by self-appointed agents like the golf channel, dedicated preservationists, golf journals, ambitious teachers and the huge popularity of forums. So, in that mixed environment, what we offered appeared insignificant - a minority view.

No one in the "establishment" bothered to investigate or evaluate what KeyGolf presented. It was simply quietly dismissed, in part because it is always rock-hard for the human mind at first glance, to hear or take seriously new information once "the old" becomes "set in its ways." It is also common for vested interests, more often than not, to ignore something new, especially where merely acknowledging it may threaten existing interests or even render them obsolete. In other words, refrain from mentioning any new promise that might eclipse an old one, let alone offer any evaluation, lest it reveal the old

as incomplete or broken, and the new more effective. So those who did not understand, care for, or feared “the new” in what we found took a covert route of “no comment,” leaving a “chilling effect” that served to dismiss the innovative issues that seemed to challenge golf’s “holy grail.” The chill continues to come in the form of simply ignoring or disregarding anything that even sounds new or different, unless it is part of some hot gadget or from some prominent voice. And so the essence of evaluation applied to the game, especially the mental, thinking side, has been left to a residue of distorted, often faulty input, underwritten by devotion to the past. That has tangled the content of golfers’ mental GPS functions. In turn, the result has been unfinished business, accompanied by unnecessary consequences that invade orderly learning and playing the game, with the stealth of a cat-burglar.

If all that sounds overly complex and the language ambiguous, that is understandable. But it is expressed that way for the most vital of reasons: the strength of the lock on information from the past has elevated the status quo to an extent that it has plugged the channels for hearing, seeing, and understanding, so we have elected to put forth enough verbal “baking soda and vinegar” to unplug those pathways (just like your kitchen sink) so new information can get through sufficiently to wake whatever sleeping giants are there. Some may feel an affront. Others may be annoyed. A few may be angered. So if 90 years of wilderness wandering on dusty roads is OK with you, far be it from us to insist that anyone should take a higher, well-paved avenue.

Should you decide, however, to do your own searching, you will find a variety of books, websites, ideas, training aids, and instruction philosophies for all manner of player “development:” swing skills, the mental game, course management, trust, confidence, peak performance, controlling the ball, controlling the club, controlling pressure and getting your brain “in gear.” Many of those are poorly named and pull players in directions that don’t permit a fully productive conclusion. Golfers who, for a variety of reasons, may be influenced to drink from those vessels, often wind up moving, unawares, in directions that escalate stress factors innately running silently and unseen, but distinctly present, accompanied by consequences ranging from slightly off-center shots to wholesale meltdowns. (Watch a few tour events with those things in mind).

If you have the clarity and fortitude to resist succumbing to persistent persuasion from conventional beliefs, mixing what is real and what is myth, and if you can get past the temptation to assume that the “majority rules,” even when it’s wrong, you may manage to hear some genuinely new sounds. There are plenty of “new” products and programs that periodically show up in the golf market, but close scrutiny reveals that the actual functional values they represent are mostly cut from old cloth. They may come in high tech form, which attracts initial attention, and they may sport what appears to be a fresh coat of paint, but what’s underneath remains much the same as in the past. In other words, if your perception has been formed by “conventional wisdom,” the likely outcome will be an attraction to what looks new and different, but in reality turns out to be little more than a confirmation and continuation of the same old, same old.

In your search, save some time and attention for examples of prominently advertised and endorsed products and programs, such as StressEraser, Zengar’s NeurOptimal™ Golf, DIXX Blue Digital Putter, MIO Elite Golf XE Watch, HeartMath’s *emWave Personal Stress Reliever*, Sonic Golf System, Pilates for Golf, hypnosis, mental toughness, EFT, Zen-based programs and the Quiet Eye, among others. Those represent relatively recent trends in golf offerings. What we notice is that they all have useful functions, but implied benefits often reach for greater benefit than what can actually be delivered. At first glance they even sound like departures from the traditional. But closer examination

shows that they have the same shortfall that has been the benchmark of golf's wisdom since its beginning.

They do share common denominators in a niche of the game that is shaped by processes limited to *preparation* for learning and playing. The shortfall lies in the *absence of any evidence of actionable connection and attention to the actual execution* of a golf shot - the moment of truth. In other words, the primary ingredient in the resources available is aimed at helping players "get ready" for the game, as has been the hue and cry forever. But there is no effective indication of readiness to take players to a conclusion called "Go." Each of those instruments or programs has something to contribute, but the tangible performance winds down to involvement only in preparing for the game, including long term support, much in the same way that plowing and fertilizing a field will cultivate land to grow and support crops. What none of them provide, though there are hints of promise in that direction, is a way to manage the actual moment of execution in the game - when shot-making is in progress. In other words, the cultivation issues are well covered, as they always have been, though little evidence of planting seeds (building effective habits), leaving an empty harvest, regardless of how much plowing and fertilizing took place. Additionally, the tools to accomplish a harvest, are nowhere to be found in current "name brand" offerings either.

For example, and to be clear, there is no substance in the Zengar program to be discounted. Their website says, "Zengar's NeurOptimal™ technology, developed by Dr. Susan Cheshire Brown and Dr. Valdeane W. Brown, both clinical psychologists and master neurofeedback practitioners, is the most advanced neurofeedback technology available. It has been used successfully by hundreds of clinicians internationally to improve focus, alertness, calmness, and flow, as well as a wide range of physical and mental issues. It has also been used to help professional athletes, musicians, business people, and others achieve peak performance."

As we understand it, their approach can, in several sessions, help a person generally to be calmer, with long term effect. What it makes no claim to offer is a means to postpone signals from anxiety that trigger the invasion of physiological pressure every time a player faces any shot. Both research and experience show that no shot is immune to the effects of the stress created by unattended anxiety, even though those invasions might come from less anxiety than more, and not produce disaster every time, and we do suspect that slight glitches in execution are less harmful than big ones. So what Zengar provides is positive, but does not include help with actual shot-making. Hence, we are left to speculate about the possible connection and benefit one should hear in the words "*improve focus, alertness, calmness, and flow, as well as a wide range of physical and mental issues...to help professional athletes...achieve peak performance.*" And even if that improvement does happen, one cannot make the rest of the trip without being able to meet and manage the urgencies of anxiety, large or small, at the moment of truth. Zengar shows preparation potential, but very little delivery at shot-time, if any.

Parenthetically, it is vital to emphasize and understand that while one may work long and hard to prepare to be calm, preparation, alone, will not perform the task of momentarily blocking the systemic signals produced by anxiety. The only preparation that can accommodate that lies in understanding how anxiety works and installing what is required to *briefly and temporarily postpone such signals sufficiently to prevent physiological changes* that interrupt, hinder, retard, or break down the action being performed. Bear in mind that we are only talking a time frame for each shot of less than 14 seconds, so there is no shame in the commonly mistaken assumption that "not much can happen in such a short time." That easily translates into "anything done so briefly must not have

much effect on anything." An understandable notion, but completely wrong. (Henceforth, save some room for the phrase, "Many good things come in small packages").

No amount of preparation, within any time frame, even that embracing emotional, intellectual, cognitive, inspirational, physical, spiritual, or other ingredients intended to influence one's behavior, will stop, prevent, hinder or postpone any signal produced by anxiety, which is always in play. Dealing with that signal requires both recognition of how anxiety works, and fully established readiness to meet and manage that condition by knowing how to create a barrier between the anxiety and 14 seconds of action. Preparation that can establish a calmer demeanor may soften the effect, ameliorate the consequences, and even produce a faster recovery "from the rough," but that does not match the effective value of literally being able to postpone the anxiety signal. The objective is not to get rid of anxiety, since that is not only impossible, but would remove the human system's first line of defense if that could be done. The objective is to postpone the signal for 13-14 seconds, not to eradicate anxiety itself, which cannot be done.

It's like this: there is only a single way one can absolutely prevent an accident of any size or shape in skydiving - that is "Don't jump," but if you must, then protect against the first rush of anxiety by yelling "Geronimo," as paratroopers are known to do. The close parallel in golf is, when faced with a shot, do what it takes to temporarily prevent (postpone) the signal that inevitably creates some kind of physiological change, large or small, by singing a song, or using a clever phrase such as Francis Ouimet's, "Easy Peezey Lemon Squeezy," or some other meaningless saying that has no connection to golf. Both of those obey the principle that you can think only one thought at a time, so install a thought that does not call anxiety to attention. That approach does not belittle preparation. It only distinguishes what preparation can and cannot do compared with the inherent requirements at the core of shot-making (or sky-diving) that are prerequisite to uninhibited execution without interruption from anxiety.

We already know there are many who resist the pure relevance of such information. While we understand why that might be the case, we nevertheless find it associated with the kind of isolated irreverence that typically accompanies trying to hold on to a notion that one really *does* know what he or she really *doesn't* know. Or maybe it's just that those in position to "set the stage" - "call the shots" - and may have been "put in charge," wish to escape being embarrassed by having to confess "they missed the essential moment and meaning" from the start. Turf protection is a ready champion guarding the "bridge to nowhere." (End parenthetical comment).

Physiological change in the face of anxiety is one of the constant, universal, non-discriminatory transactions in life and golf. It's as natural as the law of gravity. It works all the time (unless you are at some location in outer space). The Zengar program apparently does not intend to cover the brief moment of shot-making, and it is safe to say that a player would surely face discipline from officials if time on the course were suspended to undergo an instance of Zengar's process to relieve increasing anxiety while competition was in progress, and that still would not temporarily stonewall the critical signal at the moment of truth. There is no volume, size, shape or kind of preparation that will do that short of knowing how to postpone or block an anxiety signal. The blocking activity is scripted in the principles of natural order, and thoroughly presented and discussed in KeyGolf's books and articles on our website at <http://clearkeygolf.com>.

That said, if one is willing to settle for a process that is only able to soften the experience of anxiety, either through development of confidence, some form of legal medication or even a program that produces new tracks in one's brain centers, any of which might well

downsize excessive effects from anxiety, such may indeed diminish the anxiety experience. But, make no mistake, *less anxiety is still anxiety*, and reduction, alone, will not stop any portion of the non-discriminatory results. Even if the experience of anxiety should be altered, that would only be comparable to having the best fertilizer and resources like rain, sun and good soil for the upcoming crop-growing season. While that would certainly be desirable and even essential, it still leaves harvest-time to another set principles and actions, regardless of whether seed-planting came in between or not. Diminishing the issues surrounding anxiety is one thing. Thinking those issues can be removed altogether is not only quite different, but entirely impossible. One can reduce the impact of falling by introducing an adequate cushion to catch the fall, but one cannot stop the fall itself once it starts, no matter how much preparation has been made, at least not without the introduction of some sort of third-party rescue.

Going a step further, intended or not, it seems that StressEraser, as the name implies, is a bit of a misnomer, since *erasing* stress does not exist as a option in life or golf. One can be prepared to manage the *effects of stress*, but, as one researcher explained, "The only people without stress are dead people." There is something to be said for learning how to relax, and even strengthening the autonomic nervous system, which appear in the StressEraser promise based on biofeedback, all with the approval of the FDA. Once more, easing the experience of anxiety is a positive direction to take, but that is not what "erase" means, and not the impression that needs to be left for unsuspecting players. In either case, it does not offer to help with the moment of execution of a golf shot, but it may lead some to overlook, or disregard, the rest of what they need for the moment of truth.

Another illustration is found in the words of performance psychologist and HeartMath spokesperson Dr. Deborah Rozman, who says, "People have been trained to strengthen the mind and mental focus in order to be successful. But the mind doesn't manage the emotions. Emotions are more powerful than the intellect. HeartMath gives you tools to put you in control so your emotions aren't controlling you. You can slow down your emotional response – like fear, anxiety, or frustration – and choose to change it right in the moment. *emWave Personal Stress Reliever* helps you to be your own best 'emotion coach'."

There are items in Dr. Rozman's statement that do not stack up with the evidence. Human emotions *are managed*, either purposely or by default. (It appears she refers to the cognitive centers of the mind, but that is only 3% of the total). With effective, knowledgeable mental activity and properly designed responses, we become mental managers of the first order which is in a different dimension from what she describes as "slowing the flow of emotion." But while "slowing" may be good to do, *emotions are not amenable to control*, as she suggests. Only management can do that. She mentions "tools" to "put you in control," but those tools are not named, so we don't know what they might be for her. What we do know is that the harder one tries to control emotion, with or without tools, the more intense the emotion becomes. (Just try controlling anger in progress sometime and note that it makes you more angry. The same is true of anxiety, fear, or even exhilaration). She says that once you have slowed the anxiety, you can "choose to change it right at the moment," which is essentially misinformed and inaccurate. Anxiety in progress does not respond to conscious command, and her comment suggests (more likely confirms) that she does not know that. It must not be in her portfolio. But many will take that glass and gulp it down. It has "traditional perception" written all over it.

Hans Selye, MD (1907-1982), whose research and studies concerning stress are classic, made it clear that "**stress is the nonspecific response made by the body to any**

**demand made upon it.”** He proceeds to demonstrate that there is no difference in whether something is good or bad, distasteful or pleasurable. Both equally involve stress and that must be dealt with in a management context - not one of control. Control will only magnify the existing stress. Do not be swayed by assertions that positive emotion is less stressful than negative, either. One’s conscious mind may differentiate, but the body’s nonspecific response is the same either way. Hence, we need effective mental management that recognizes there is a lot more going on than the 3% of one’s thinking that is conscious and cognitive. It is not clear which part of the brain Dr. Rozman refers to in her statement about control of emotion, since research shows that cognitive, emotional and physical activities are initiated from different brain locations.

Surely, HeartMath offers feedback that is useful, however, there is nothing visibly active in that feedback that will defend a player against the normal effects of anxiety associated with the actual moment of facing a golf shot - the moment of truth. There are various ways one can make adjustments over time that will diminish the *effects* of excessive anxiety, and numerous resources that offer such. (Bear in mind that reducing normal anxiety has similarity to turning down the sound volume on your smoke alarm, which could be disadvantageous in case of fire). Even if we make long term reductions, any carry-over will not dismiss any threat that appears, and it is quite evident that golfers of all skill levels face that demon at least once on every shot, though sometimes with less "noise" than others. Adjustments intended to subdue anxiety may help in general but still not be able to prevent anxiety from impacting any imminent instance of shot-making. That simply cannot be done through the auspices of preparation or the introduction of “mental toughness,” anymore than you can have the law of gravity suspended so you don’t hit the ground too hard (or at all) when you fall off a ladder.

HeartMath’s website reports: “For more than 18 years, HeartMath has made significant contributions to both the scientific and practical understanding of the physiology of stress, heart-brain interactions and performance. This research has led to the creation of the Award winning emWave Personal Stress Reliever® and emWave® PC.” That being the case, we wonder how they missed what we found. Unless you are very well informed, their statement may sound to you as though this program and its “Personal Stress Reliever®” actually will alter your autonomic nervous system in some way that will take anxiety away from its appointed rounds. If you subdue, or change that system (autonomic), you open the door to untold health, balance and stability issues. Anxiety is necessary to our survival and to our protection from a variety of threats. We are not saying, “Get rid of it,” but we are saying, “Learn to manage it.”

The “practical understanding of physiology,” while important, is vastly different in kind and activity from any action required to deal with the issues of change sure to come from the presence of anxiety. If you have ever really listened to the recitation of side effects mentioned in commercials on TV pertaining to various “wonder” drugs, you may “wonder” if the “cure” is not worse than the ills those drugs claim to remedy (pun intended). That issue rests in the “nonspecific response to any demand made on one’s body.” Even when medication is introduced, our systems must deal with the “demand made upon the body” by the drug, as well as the illness itself. That’s where and how “side-effects” originate. And just because a drug is legal does not exempt it from the immune system’s instant attention and immediate action.

Cushioning the effect and diminishing the experience of stress is laudable, but that does not automatically contain any action to postpone the signal that precipitates all the problem issues. If the stress is there, it will take its own shape and run its own course, no matter how well prepared one is. There may be faster recovery time, or a diminishing of

the *effects of stress*, but the stress itself will still be present. That is quite different from what is implied in HeartMath's "control" statements. Again, make no mistake. We are not calling that "bad," or "wrong," just suggesting that their advertised message is cast in a way that leaves the uninformed with shadowy information, believing that it provides advantage that is not on the possibility list.

Relief is admirable. Preventing the signal that precipitates the stressful response is priceless. Signal postponement, as we do it, is only short-termed blocking, not destruction of the anxiety itself. The aforementioned programs don't go there, but you can.

To amplify, notice that EKG and EEG machines make no claim to relieve symptoms they can identify, nor do they claim or imply any capability in that respect. That same principal seems to apply to HeartMath. It may identify symptoms, but it does not take those symptoms away, though it may point to the need for a game plan to reduce the experience of them. EKG and EEG do the same, as do X-rays and blood tests. All those resources require further action, based on the findings. In other words, there will still be a necessity to harvest a crop. If seed planting took place and is well managed through continuing cultivation (from any of those programs that provide preparation and symptom identification), harvest becomes possible, even probable, *given the next step*.

Another case in point shows that it might serve some purpose to have an MIO watch handy when you play, similar to how some players use GPS systems or golf stats. Their website states: "MIO is the world's first watch to offer ECG accurate heart rate without a chest strap, which means you can get your heart rate whenever and wherever you want it. It's heart rate on demand!" MIO, like player stats, can provide input, but they will not defend you against the existence of anxiety and subsequent physiological interference.

Creating more comfort before one faces a shot is fine, in the same way some article on the mental game might supply you with one more positive reinforcement for your confidence. None of those, however, provide a barrier between your systemic, non-discriminatory response mechanism and the anxiety that triggers it, but the pre-shot moment might feel better. Time-worn tradition has persistently claimed that a consistent pre-shot "routine," always the same, is designed to reduce "pressure." In reality that is simply one more way to "make a player feel more comfortable," since it does not delay the anxiety signal when the club is in motion. Routine, by its repetitive nature, may offer some reduction in the experience of anxiety, since, as it is most often promoted, is a form of obsessive-compulsive activity, but that reduction vanishes at the moment of truth. (Obsessive-compulsive behavior is a non-conscious mechanism of defense against excessive anxiety). It is comparable to the difference between the feeling you get when preparing yourself for battle and how it feels to look into the barrel of a gun pointed in your face in the actual heat of a fight.

Continuing the stroll through resources, have a look at the Sonic Golf system. It offers to regulate one's rhythm and tempo. It uses electronic means, involving sound, to "teach" a player how to bring some consistency to the swinging of a club. Quite likely, there are some players combining that with "Tour Tempo" to complement each other. ViJay Singh is apparently the "poster player" for the Sonic system, joined more recently by Hank Haney and Charles Barkley. As far as we can tell, that system has very strong preparation potential, but it still lacks "cover" for the moment of truth. Both ViJay and Charles will still need a means to deal with shot-execution, the absence of which is considerably more evident in Barkley than in Singh, but it's there with both - and will be with all. Should they take one step further toward the execution principle, they can even teach Shaq how to improve his foul shooting, which is hamstrung now because he has no clue how to man-

age anxiety for shot-making, and neither do ViJay, Charles or Hank, whose book on “yips” does not go there, either.

What all these programs and devices provide may well promote being somewhat less anxious than would be the case without them, but that does not equate to a way to postpone the anxiety signal that triggers the immune system at the moment of truth. And that’s precisely where all the consequences lie in wait for a golfer (or an NBA player at the foul line, a field goal kicker with 2 seconds left on the clock, a billiard expert facing a two-cushion shot to win a championship, a biathlon participant facing a rifle shot, a dart master needing a bulls eye - or any other solo activity). Consequences may go unnoticed, or not even happen during preparation (practice), but they will surge at game-time and gather strength throughout the brief periods of execution (on the course).

The only purpose in the repetitively illustrated content here, pointing to what are surely reputable products and people, is to end the drought in awareness that has prejudiced action in playing the game. The same evaluation as presented here is applicable to any of the other items listed, as well as many that aren’t identified, for an extremely critical reason: *everything we employ to prepare ourselves in golf has value*, but, unless those preparations lead to the next step that will temporarily detain the anxiety signal long enough to permit undisturbed, uninterrupted execution, the moment of truth will remain totally vulnerable to whatever may be waiting to strike - and that can range all the way from worst to best, which will not be known till after the stroke is made - and that is bound to be a trifle late.

Perhaps it is over-kill to summarize, but 30 years later, our confidence in the collective attention of golfers is less than grand, so we will say it once more: *Preparation enjoys considerable benefit, but it is a separate issue and activity from execution*. Seeing, understanding and honoring that reality is critical to the game. Those who promote the process of preparation could, of course, go on to indicate what is involved in execution that requires additional information and tools for application, but for whatever reasons, they have chosen not to do that. It is not clear whether that choice is because it’s in “another department” and operates on a different set of rules; or they aren’t aware that it is different, requiring knowledge and skill unfamiliar to them; or they have some reason for limiting their scope of either research or marketing; or whether they are merely unable to describe how their approach deals with that critical issue. If some do have that knowledge, then one might question the reasons for keeping it under wraps, but that is not in evidence either.

That is not to say, however, that “jump-starting” the moment of execution using some manually designed method cannot work, as in “just use a single swing trigger.” As the game has been played, that is specifically the general order of past and present activity, unchanged in the overall golf population since Grantland Rice and before. Furthermore there is a silent barrier to evaluating the way players have typically approached execution of shots. It goes no further than measuring by the very tradition that spawned and nurtured it - in other words, it is measured by itself rather than by comparison to any alternative process.

At KeyGolf, we have evaluated both preparation and execution very carefully, which is how and why we discovered and created a working, effective alternative for the moment of truth, but even that has found only scattered concurrence within the golfing establishment. Otherwise, it would have been noted during the years we taught in the PGA Education program and not just summarily dismissed - in both content and practice. Unexamined, past and current trends retain a level of activity stuck in the mud of mediocrity,

marked by a “jump-start” mentality. Sadly, that invites players to become subservient to a commonly accepted, unexamined demeanor, and no one is apt to notice, since there is no current measure of excellence, unless such measure is popularly drawn from an approach akin to “how Tiger does it.” The masses remain somewhere at the early, low-end stages of a continuum of competitive competence, without even knowing where they are on that scale. When everyone is doing something, and no one has any reliable way of objective evaluation, past practices - good and bad - tend to slip and slide easily into the present and the future, for richer or poorer, more often than not, the latter.

Programs and devices dedicated to preparation that lodge their efforts in cultivation, couched in implied promises of results devoid of any means to fulfill them, transmit a message that ends in a resulting action labeled “**almost, but not quite.**” The process of shot-execution as KeyGolf discovered, shaped and continues to present it, employed by the players who have embraced it, doesn’t have to speak of results, since that is exactly what players get in their application of it - a systematic process that gets an effective, consistent result - by literally protecting the moment of truth and releasing the best of what the player owns. The process itself contains the tools and applications necessary to achieve the result. While not wishing to indict anyone or any existing methodology, there are only a very few true seed-planters and harvesters among the gurus and players we know about - the majority are not into the planting and harvesting, at least, going by what they write, say and do. There may be some others in the closet, but we don’t know who or where they are.

We do know that for 30 years, KeyGolf has been engaged in preparation, planting and harvesting, and is the source of the lone voice that identifies those equally, being the only representative of the latter, except for a half dozen who appear to have copied what we have said and put it out as their own, which it is not. So when you read and listen, ask yourself how often you hear any message that describes the involuntary, non-discriminatory nature of human experience and the predetermined rules that must necessarily follow, along with the consequences that arise when those rules are not followed. If you find someone other than us stating that case in any other way than as we have projected it, please make it known. You will have discovered a new galaxy and you are welcome to it.