IV. GET GOLF READY LESSON CURRICULUM

A. INSTRUCTOR’S ROLE AND EXPECTATIONS
One thing learned from all player development programs that have been done in the past is:

*The most important element of this program is the relationship between the instructor and the students.*

MAKE GOLF FUN!

“Teaching students how to have fun may be the top priority. The golf skills will follow.”

–Ted Bishop, PGA Vice President

It is critical that the instructors in the Get Golf Ready program believe in what they are doing. They must be passionate about teaching the game and its positive values and about creating new players. An enthusiastic and outgoing personality will always help in creating excitement and fun. The instructor’s responsibilities are to:

- Establish a personal connection with each individual coming through the program; let them know you care about their comfort and progress and that you are committed to their success. Have students write their goals.
- Maintain the highest standards of integrity and professionalism.
- Find creative ways to make the learning process FUN.
- Stick to the basic format of the program, but tailor it as needed to each different group of students.
- Be prepared to offer supplementary tutoring sessions to students having trouble in a specific area – these can be specialty clinics.
- Commit to the transition. Making the transition from the range to the course is often the most difficult element of the learning process for a new student. The instructor is integral to making that process smooth and comfortable. Utilize mentors whenever possible.
- Follow up with all your students. Make sure they come back for Get Golf Ready Golf Outings and encourage them to come out to clinics and new player events. Call them on a regular basis to see how they are coming with their game. Encourage them to practice more often. Instructors should have programmed follow-up and tracking in place to keep connected with students. **Let them know that you care about their progress and are there to help if it’s needed.**

B. PROVIDING A ‘WELCOME TO GOLF’ ORIENTATION (OPTIONAL)
Research has shown that facilities that host complimentary “orientations” prior to the paid sessions have a significantly higher number of participants and retention. It’s that simple!

The primary objectives of the orientation are to:

- Make everyone feel welcome
- Create a bond between the instructors and the prospective students
- Give the attendees a level of comfort at the facility (a Golf “101” tour)
- Provide an overview of the program so that everyone knows what to anticipate
- Introduce beginning players to each other in a social environment
- Enthusiastically convey that golf is fun
- Secure payment and sign-up for lesson series
The following is a very detailed outline. As this element is optional, this provides suggestions and best practices to make new golfers feel comfortable.

Set-up Suggestions – Have the following set-up at least an hour in advance of your orientation:

- Outside signage promoting event (balloons are always fun!)
- E-mail “e-vites” for students to save the date and attend
- Check-in table with volunteer host
- Nametags for everyone who registered in advance
- Printed schedule for each clinic with bullets for items to be covered in each class
- Flyer/calendar promoting all future player development activities (for them to pass along to others)
- Registration forms
- Dual-stub door prize tickets, if you elect to have a handful of door prizes

Staffing Suggestions:
The following team approach is recommended for your orientations:

a. **Greeter** – Have staff or a volunteer posted near the front door to welcome people and direct them to the appropriate location. This individual can become a host later.
b. **Primary Presenter** – Select the person with the most outgoing, vivacious and fun personality on your staff. It should not necessarily be the head professional or owner. They can be introduced at an appropriate time. Remember, this is a marketing event and you're marketing FUN.
c. **Golf Professional Responsible for Managing Program** – he or she will share specific information about what will be included in each class.
d. **Course owner** – If available, the course owner can say a few words to communicate the facility’s enthusiasm about this program.
e. **Professionals Responsible for Instruction** – They should be available for introductions in the beginning, to assist with the registration process and conduct tours.
f. **Golf Shop Staff** – Be prepared to field calls prior to the orientation (directions, etc.) and then meet and greet participants when ushered through the golf shop.

Recommended Agenda – Here is a suggested format for a typical orientation:

- Do a walk-thru with staff and volunteers; have greeter ready to greet at least 30-minutes before the orientation.
- **Welcome & Introductions**
- Briefly discuss value of game as a relationship builder. Have a few people share why they want to take up the game. Make it interactive.
- Provide Overview of the Program - Give the students a solid overview of the components of the different lessons. Stress that they will not only learn how to hit the ball, they also will learn all elements of playing the game (including etiquette, history and values) so that they feel comfortable on the course.
- Clubs, shoes and attire – Please make certain that your students know the policies of the course. Inform them about the free rental clubs and let them know what to wear (avoiding the suggestion that they must go buy golf shoes, etc.) What are the expectations in terms of tipping the outdoor staff and locker room staff?
• Get Golf Ready Outings – Emphasize that they are NOT competitive events. Include food, wine tastings, expos, etc.
• Encouraging Attendance and Sign-ups – Before you take everyone on a tour of the facility encourage everyone to take a few minutes to sign up for any of the upcoming clinics of their choice.
• Course Tour – Invite everyone to join you for a tour of your facility as outlined above, conducting it in a manner that allows someone who has never been to a golf course to feel comfortable.
• Q&A - Answer all questions and make certain all students are comfortable with the procedures in each location. This is a critical element in removing the intimidating aspects of the experience for new players.
• Wrap-Up Activities - Make sure the course administrator receives all of the inquiries and registration forms as soon as possible so they can be keyed into the Website database.
• Other ideas include offering door prizes, providing complimentary food and beverage, giving everyone a golf ball, bag of tees or other golf gift.

C. GET GOLF READY - GROUP LESSON CURRICULUM AND LESSON PLANS
The following five lesson plans are designed to be a suggested guideline of what to cover in each lesson segment. You have the flexibility within each lesson of which topic(s) to cover, however, it is recommended each lesson provides an on-course experience after the instruction segment. Each lesson will include elements introducing participants to the history, etiquette and values associated with the game. Remember each session should run 60- to 90-minutes and golf clubs and balls should be available for students at no cost.

Lesson One

Instruction Elements
• Introduction to the game
• Posture, Grip, Aim
• Putting: Introduction

Instruction Experience
• Practice Area:
  □ Warm-up: Introduce techniques
  □ Conduct instruction to cover Introduction to the Game and Posture, Grip, Aim
  □ Conduct instruction to cover Putting – skills, drills and games
• On Course:
  □ Use an open green for Putting skill application – or set up a putting tournament
  □ Reading greens skill application

Playing the Game Information
• Goal of Golf – use fewest strokes possible to get the ball in the hole
• History & overview of etiquette / sportsmanship
• Review of different areas of the golf facility
• Safety
• Overview of different golf clubs
• What to have in golf bag (sunscreen, bug spray, Band-Aids, hat, snacks, etc.)
• Importance of practice
• Attire (i.e. looking like a golfer, dress codes and proper shoes)
• Cell phones – turn off or leave in car
• Basic rules concerning the putting green and flagstick
• Etiquette associated with putting, taking care of putting green (standing in line of putt, picking up feet, repairing ball marks/damage)
• Marking golf ball on the green

Fitness Elements
• Discuss importance of warm-up and hydration while playing and practicing
• Torso Rotations
• Pelvic Rotations

Recommended Homework for fitness: (see Get Golf Ready Resource page at PlayGolfAmerica.com)
• Perform Angry Cats, Kneeling Opposites and Kneeling Sprinklers

Lesson Two

Instruction Elements
• Review: Posture, Grip, Aim
• Review: Putting
• Chipping, Pitching & green-side bunker: Introduction

Instruction Experience
• Practice Area:
  □ Warm-up: Introduce techniques
  □ Conduct instruction to cover Chipping & Pitching skills, drills and games
  □ Conduct instruction to cover Bunker skills, drills and games
• On Course:
  □ Use actual green for Chipping & Pitching skill application (show detail differences in technique and shots)
  □ Use actual bunker for instruction and skill application

Playing the Game Information
• Purpose of Chipping, Pitching and green side bunkers, and Goal of Golf
• Introduction to golf carts – where and how to place golf bag, driving, using cart paths, where to park, staying away from greens and bunkers, 90 degree rule.
• Taking care of the course: repairing divots; entering/exiting/raking bunkers
• Speed of play: Being aware of other golfers on the course
• Safety

Fitness Elements
• Review Fitness Elements from Lesson One
• Single Leg Balance
• Deep Squat Progression

Recommended Homework for Fitness:
• Continue with homework from Lesson One

Lesson Three

Instruction Elements
• Review: Posture, Grip, Aim
• Review: Chipping, Pitching & Green-side Bunker shots
• Warm-up: Introduction
• Full Swing / Irons: Introduction
• Fairway / Rough Bunkers: Introduction

Instruction Experience
• Practice Area
  □ Warm-up: Introduce techniques
  □ Conduct instruction to cover Full Swing / Irons skills, drills and games
  □ Conduct instruction to cover Fairway & Rough differences
• On Course
  □ Use actual hole for Full Swing / Iron for skill application, hit shots from both the fairway and rough
  □ Use actual fairway bunker for instruction and skills, drills and games

Playing the Game Information
• Purpose of Iron shots and Goal of Golf
• Importance of warm-up, avoiding injury
• Review using golf carts, where to leave golf bags if walking
• Safety
• Review difference between clubs
• Ready Golf - introduction to which golfer in a group plays first
• Importance of being able to identify your golf ball
• Basic rules of green vs. fairway/rough bunkers, etc.
• Introduction to “it’s okay rules”
• Divots – divots are good, but need to be repaired

Fitness Elements
• Review Fitness Elements from Lessons One and Two
• Add Staggered Stance Torso Rotations
• Shoulder Circles

Recommended Homework for Fitness:
• Continue with homework from Lessons One and Two
• Perform Torso Rotations, Pelvic Rotations, Single Leg Balance and Deep Squat Progression, Half Kneeling Hip Flexor Stretch, Staggered Stance Torso Rotations, and Shoulder Circles

Lesson Four

Instruction Elements
• Review: Posture, Grip, Aim
• Review: Full Swing / Fairway & Rough Bunkers
• Full Swing / Woods: Introduction

Instruction Experience
• Practice Area
  □ Warm-up: Introduce techniques
  □ Conduct instruction to cover Full Swing / Woods skills, drills and games
  □ Conduct instruction to cover Fairway Woods skills, drills and games

• On Course
  □ Use the tee area on an open hole for Full Swing / Woods skill application
    (have every student hit a few shots from the tee)
  □ Use an open hole/fairway for Full Swing / Fairway Wood skill application

Playing the Game Information
• Purpose of shots with Woods and Goal of Golf
• Teeing a golf ball – how, why and when
• Introduction to the various teeing areas and tee markers - deciding which tee markers to use, who tees off first
• Introduction to the PGA Family Course program
• Where to park your golf cart at the teeing area/putting green
• Speed of play – playing ready golf, knowing when to play, etc.
• Safety, where to stand

Fitness Elements
• Review Fitness Elements from Lessons One, Two and Three
• Nutrition education eating while playing
• Add Butt Kick Holds

Recommended Homework for Fitness:
• Continue with homework from Lessons One, Two and Three
• Perform Torso Rotations, Pelvic Rotations, Single Leg Balance and Deep Squat Progression, Half Kneeling Hip Flexor Stretch, Staggered Stance Torso Rotations, Shoulder Circles and Butt Kick Holds

Lesson Five

Instruction Elements
• Review: Warm-up
• Review: Full Swing / Woods & Irons, unusual circumstances (i.e., fairway bunkers, etc.)
• PLAY GOLF

Instruction Experience
• Practice Area:
  □ Start off with warm-up techniques
  □ Final review of full swing, have students hit full swing shots
  □ Conduct instruction on unusual circumstances – club selection, swing style
• On Course
  □ Play 1-2 holes as a group for practical skill application, plus to teach how to navigate through the golf course
  □ Stage situations on dealing with water hazards, lost balls, out of bounds and obstructions
• Club House
  □ Conduct graduation and promote Get Golf Ready golf outings

Playing the Game Information
• Playing a hole / putting it all together – Goal of Golf
• Keeping score
• Playing ready golf, determine who plays first and safety
• Overview of basic rules - water hazards, lost balls, out of bounds and obstructions
• Preferred lies, and review “it’s okay rules” plus when & where to use these rules
• Discuss business golf outings, scramble formats and etiquette
• Recognizing/using yardage markers, signage on course
• Navigating from tee-to-green and green-to-tee
• Using the 19th hole and/or beverage carts
• Promote Get Golf Ready golf outings, how to sign up, continued learning and skill development through fun, social playing opportunities

Fitness Elements
• Review Fitness Elements from Lesson One, Two, Three and Four
• Warm-up and cool down
• Review warm-up program for each individual on the tee
• Shoulder External Rotation Stretch

Recommended Homework for Fitness:
• Continue with homework from Lessons One, Two, Three and Four
• Perform Torso Rotations, Pelvic Rotations, Single Leg Balance and Deep Squat Progression, Half Kneeling Hip Flexor Stretch, Staggered Stance Torso Rotations, Shoulder Circles, Butt Kick Holds and Shoulder External Rotation Stretch