



Sensory Instruction Methods: The Psychology of Golf

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After being given instructions and executing a great swing, a visual learner will say, 'Oh, okay, I see what you mean,' An auditory learner will say, 'I hear what you saying,' and a kinetic learner will say, 'Oh yeah, I can feel that swing.' It's amazing explains Marc Solomon, PGA pro and founder of the Golf Made Simple golf schools located in Florida and California! Golf Made Simple uses this information to create a completely tailored experience for each golfer in their class.

PR9.NET June 09, 2006 - Palm Coast, FL – Psychologists tell us that there are three primary types of learners – visual, auditory and kinetic. "In order to be a great golf instructor, and not just a good golf instructor, you must appeal to each individual student's learning style. Keep class sizes small so that you can really get to know the students and figure out how they think," says Marc Solomon, PGA pro and founder of the Golf Made Simple golf schools located in Florida and California. "I pay attention to how students react to their first lesson on the practice range. After being given instructions and executing a great swing, a visual learner will say, 'Oh, okay, I see what you mean,' An auditory learner will say, 'I hear what you saying,' and a kinetic learner will say, 'Oh yeah, I can feel that swing.' It's amazing!" Solomon and his instructors use this information to create a completely tailored experience for each student in their classes – which are limited to no more than four students to ensure success.

Visual/ Spatial Intelligence

Visual learners rely on the sense of sight and the ability to visualize an object. Visual learners often create internal mental images/pictures to understand a concept. This type of student can recognize the relationships of objects and angles in a spatial way, and appreciate graphic representations. Visual learners may imagine the flight path of the golf ball, drawing an imaginary line from the tee to the green. They need visual hand-outs, charts, and graphics. Before a game, this type of golfer will visualize their success, picturing their winning holes. When the golf ball drops in the hole, visual learners will happily proclaim, 'Did you see that?'

Auditory Intelligence

Auditory learners can usually remember information more accurately when it has been explained to them orally. Auditory learners are 'talkers' and can articulate their ideas clearly. They often find learning a foreign language to be relatively easy. Auditory learners need to talk about their golf game with their instructor and fellow classmates over 'chalk talks' at the end of the day to recap their lessons. They need to listen to the sound the golf ball makes as it is hit off the tee, and hear the whistle of the wind during a slice or a great swing. By speaking a rhythmic phrase like 'Tic-Toc' during their swing, an auditory learner can actually hear a mistake and correct it as they train. They may be inclined to give themselves pep talks before a game. Auditory learners often find great satisfaction when they hear the ball dropping into the hole.

Kinetic/Tactile Intelligence

Kinetic learners learn by doing. They often need to perform an action to learn, using the brain's motor cortex which controls bodily motion. They have an expanded awareness of the body, can easily mimic, and have a strong mind body connection. Kinetic learners need to repeatedly practice their swings in order to feel the balance of their body's movements. It is also helpful for this type of golfer to have an instructor who can stand behind them and physically dissect the swing into its parts, so they can feel each movement when they carry out the complete motion. They may want to swing with their eyes closed during practice, to heighten the feeling of the swing through impact. Kinetic learners know when they have played a great hole, long before the ball hits the green, because it just 'felt like a good swing.'

It's Simple

The philosophy of Golf Made Simple is what you would expect - simple. Prior to Golf Made Simple, most golfers have 13 different swings for the 13 woods and irons in their bag, which is complicated to keep consistent. When each Golf Made Simple student returns home to practice the skills they learned on the course, they have one swing for those same 13 clubs. "92% of golfers who come to Golf Made Simple looking to break 90 for the first time have been successful in reaching their goal!" The nationally recognized PGA professional, Marc Solomon and his staff, lead four person classes for a customized experience. Students can take 3, 5 and 7-day classes in St. Augustine, FL, Amelia Island, FL, and San Diego, CA. Their Instructor For Life program guarantees that each student can always contact their instructor for free customized advice, tips, drills and exercises - for life. It's Golf Made Simple.

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About Skye Communication, LLC

Skye Communication specializes in high-end and corporate public relations, promotions and marketing. We pride ourselves on building effective communication campaigns for our clients, with both strategic and creative foundations that can grow with their needs and the ever-changing media market.

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