



GOLF  
COACH  
INSTITUTE

A grayscale photograph of a person wearing a dark Nike baseball cap and a dark jacket. The person's face is completely obscured by their hands, which are pressed against their eyes and nose, suggesting a state of deep frustration, stress, or despair. The background is a plain, light gray.

# What Separates The Best Golf Coaches

*"Oh my word that was terrible."*

I am in the office and the coach bursts in after a lesson.

*"Wait. What? What happened?"*

*"That was f\*\*\*ing horrendous".*

He has his hands on knees now like a sprinter after a race, gasping for breath. He peels up slowly. His face drawn.

*"It can't have been that bad." (Terrible from me).*

*"It was. Just nothing went well. F\*\*\*ing nothing."*

He's struggling.

*"I can't charge him for that."*

The coach slumps into the couch in the corner, hands on head, eyes vacant.

Not long after, the player sheepishly walks in. He wouldn't accept the coach's apologies or the offer of a free lesson but rather insisted that he was tired and that he just need to practise it now. It made it worse.

The coach sat there for a good while longer. Cursing himself every few minutes.

He felt like a failure. He wasn't. He isn't.

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Its often easy to feel pressure as a golf coach. To be busy. To have loads of followers on social media. To be seen to work with good players. It's sort of an occupational hazard.

But with time you come to realise that not all top coaches tick those boxes. Some do but not all. And often for those that seemingly do it is just smoke and mirrors anyway.

But what all coaches have done, or continue to do, without fail, is have experiences like my friend earlier. To self-critique. To question yourself and your philosophies. To take things personally. To wonder what went wrong.

For you can coach with One Plane or Morad. Focus on blocked or random practice. Coach adults or Juniors. It's up to you. But if you don't have THAT, then you can only go so far.

So, the way we see it, don't worry if you're not busy. Don't worry if you haven't got a big following or you're not well-known. Don't even worry if you too are slumped in the corner on the couch after a bad lesson from time to time. The mere fact that you are there is what will make you progress.

In any case, we think the same as you and we have made this website for you.

Welcome to the Golf Coach Institute