

WHICH WAY ARE YOU HEADED?

Written by TMAC GOLF

Thursday, 20 September 2018 07:36

Einstein believed the definition of madness was doing the same thing over and over again expecting or anticipating different results. It's a paraphrase, yet many would agree it aptly describes golf. Handicaps haven't changed throughout the years or decades. It's a fact that many can sadly attest to despite game changing equipment introductions year over year! Yet there is a growing sentiment that golf has a problem with distance. Ah, but that's a story for another time.

Recreational players aspire to be professionals. They dress like them. Equip their bags as if they were one. Its big business, which generates plenty of revenue back to the industry. Golf is extremely aspirational. But pros are pros for a reason. They can often make the game look easy. We all know it isn't.

Instruction has made some feeble efforts to try and improve the masses. Once upon a time, 'How to cure your slice' was the best selling cover for a leading magazine. Golf.com recently sent an email out with the subject: [11 reasons why you still stink at golf](#) . Maybe you clicked on it, which was the purpose of the exercise after all. Golf remains a hard game. But an alternative source is looking to help those with an open mind and the courage to go down a different path than everyone else. As Donald Trump once said, "What do you have to lose?"

"I respect the current paradigm, but we see ourselves as an alternative," said Michael Powers, Director of Instruction at [Northbound Golf](#) . "10-15% of all players take lessons. When the ball doesn't go where they want it becomes swing centric. It's broken. It's never linked to positional, for example. Its geometrical instruction. It's a game of shots. The Tour is about hitting shots and they are great at it. "

"The game is portrayed to the public as not playing golf without that," added Martin Ayers, Director of Instruction. "Its about the latest driver, range finder, etc. That's crazy. They talk about growing the game, what they mean is growing the business. The game is devouring itself."

[Northbound Golf](#) is more than a clever name. It believes the current direction instruction is taking is moving players' games south! "I believe amateur golfers are frustrated with the whole picture," noted Andrew Scott, Director of Operations. "The essence is what makes great golfers. I have physical limitations, but I can still play to my potential. As an amateur I didn't have a way to play and now I do with Northbound. I'm not aware of any other approach that does that. A

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student can put time in and will get results.”

Golf has been challenged to find more people willing to play it even though plenty enjoy attending a PGA TOUR event. “Golf appears to be more fun standing in a crowd yelling mash potatoes with a beer in your hand than playing,” said Ayers. Many within the industry are concerned that millennials won’t ever embrace the game. For as long as golf has been around, time, money and difficulty have been its enemies. Its found a way to continue but the perception is that its getting harder and harder to accomplish. After the financial crisis of 2008, golf as an industry has yet to find itself on higher ground. But the game itself still offers plenty.

“The answers to help people are out there,” said Ayers. “If you looked back at the 10 best players in history from 100 yards they are different or some would say quirky. Jim Furyk, Fred Couples, Tiger Woods, even Bryson DeChambeau have consistent quirks. Its what makes them similar not different. It’s the human things that we can do and make a difference in their game. It’s like driving a car, something everyone can do. But the difficulty is everyone else driving, road rules, disobeying them. Playing isn’t that different. If you remove the barriers, there will always be other elements; the difference is dealing with the variables on the road or on the course. The game has a ton of variables.”

For those that think they can still buy a new game, Powers advises caveat emptor or buyer beware! The principle of the old Latin phrase is that the buyer alone is responsible for checking the quality and suitability of goods before a purchase is made. “Its blasphemy to say we don’t need technology, including apparel. We live in the information age and it perpetuates it,” said Powers. “Accumulated additions often go unfulfilled. The idea is that what is on Tour is available from OEMs to consumers. Tour players have access to products that are not available to the public. Shaft companies are the same. The public pays \$400 for a shaft the OEMS get for \$15 and they think they have the exact same product. Its a game that revolves around playing shots.”

Paralysis by analysis is something many who have played the game whether for fun or a living have experienced. Northbound Golf doesn’t subscribe to this. “We see a sameness, a thread of over complication of the game,” he continued. “Where instruction is oversimplified the result is often over complicated. Yes, there are common themes. It’s easy to set the grip, aim and set the correct posture and take the club back. Then when you review and add cock the wrists, turn the shoulders the idea is easy at first and then layered it gets complicated. Our opinion is it’s a difficult game but the whole first is the fastest way to easiest.”

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So what exactly does [NorthBound](#) stand for? If you're intrigued then visit the website. It offers video lessons with a free trial to see if this alternative can make a difference in the way you play. Otherwise, feel free to continue doing what you've always done thinking one day it's going to lead to different results!

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