

What is your Target?

Getting results in golf, business and life

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Through years of experience in our respective fields, Rick and I have discovered many keys to enabling individuals to achieve a higher level of performance, whether it is in golf, business and/or personal life. Seeing this correlation led us into numerous discussions about how we could collaborate to develop an article and a seminar, for the mutual benefit of golfers, businesses and individuals. We believe you will find the information insightful and applicable to every aspect of your life, as you define what is your Target.

Our greatest modern models in golf think very differently than the general golfing population. As an example, Annika Sorenstam grew up in a Swedish golfing culture whose main question was where do you want to go? The answer for the Swedish National Team is a score of 54. This vision of 54 reflects the idea of birdieing every hole. This is very possible for any of these players but to date has not been accomplished. However, even as late as August 2006, Annika posted a score of 62 and her lowest has been a 59.

At the same time, Michele Wie, also has a goal of where she wants to go — she would like to be the first woman to play in Augusta. Tiger Woods has just won his fifth consecutive tournament this year, and aspires to be the most prolific golfer to ever have played the game. These are very lofty goals that reflect the aspirations of our greatest players in the game. Everything these players do moves them toward their goal.

Everyone at any level can ask the

question of where do I want to go in golf. For the new player the answer may be just feeling comfortable enough to play in a 9-hole scramble. For the more experienced player, perhaps paring 9 out of 18 holes, but the key is you have to define where it is you want to go.

Whether it be golf, business or life one must first begin by defining where it is they want to go. We often work with clients, with a construct of 'Defining the End State' first; for if you don't know where it is you want to go, then how will you know if you ever get there? What will it look like and how will you measure it when you get there is another key to a business or an individual getting the results they desire. An everyday analogy would be if you are driving in your car, you have directions for where you are heading. These are specific instructions to you destination usually taking the most direct route. If we gave you instructions to a golf course, we would not tell you what roads not to turn on. In addition, as you are driving, you may look at the radio or dashboard for a moment, but most of the time you are looking at the road ahead of you. If not, watch out, crash!

How does this relate to golf? When I coach players, we are striving toward creating an awareness of what

they want to do. Let's take putting as a clear example; it certainly is about knowing where you want to go. A study was conducted with two groups in regards to putting techniques. One group was asked to putt like they usually do, looking at the ball when they make their stroke. The second group was asked to putt, looking at the hole the entire time instead of the ball. Guess which group on average putted closer to the hole? The second group putted 26 percent better than the group that looked at the ball! In fact the authors of the study at Golf Digest were shocked by the results.

But, just as in other the sports such as soccer, basketball and hockey, the focus is always on the target or goal; just to name a few. As unorthodox as it is, perhaps if we are putting at our target while we are putting we have a better chance of getting closer to the hole.

See **INSTRUCTION**, page 27



Rick Moroski is President of The Leadership Caddie, Shaping Ideas into Results.

• **INSTRUCTION**, from Page 26

Just as Becky looks to help a student get to where they want with their game, we look similarly at how we can help businesses and individuals alike get to where they want to go. As our name indicates we are 'The Leadership Caddie,' just as a caddie assists a golfer to get them to where it is they need to go on the course, we apply that same approach to working with businesses and individuals. A caddie plays a vital role to the golfer by providing valuable feedback in terms of what is working, what adjustments need to be made, thereby improving the level of awareness of the golfer. Why it works is because even though we are both looking at the same thing, we have the ability to see it differently and objectively, which enables us to stay more focused on the target. We focus on alignment of both behavior and vision, for it is this congruence that determines the results achieved by golfers, businesses and/or individuals.

Imagine, just for a minute you are approaching the tee box of one of the most beautiful par 3 holes in the world! Yes, you are now standing 155 yards away from the famous 12th hole at Augusta, known also, as the second hole of Amen Corner. This captivating hole is known for the Hogan Bridge, honoring Ben Hogan's then record of 274 in 1953, and also Rae's Creek which flows along the front of the green. The flowers are in bloom, the shrubs around the green are meticulously landscaped and there is the pure white sand that encapsulates the front and back of the green. The

winds are right to left about 20 miles per hour. You will take approximately 13 seconds before you hit your shot, what are the first two thoughts that enter your mind?

We have presented this exercise to many different groups and most recently to a senior group of business leaders. Oddly enough after we completed this exercise not one person mentioned the flag or the hole. There were comments about the bridge, water, sand, trees, everything but the 'Target.' This experience certainly is not unique to this group of executives, for all too often, the same result holds true for many players, where they end up focusing more on where they do not want to go. Hazards like water and bunkers become the focus more than the hole. Although this exercise is a golf example, the key point to understand, be it golf, business and/or everyday life is that our focus will have a big effect on the result. The really interesting thing about this occurrence is that we are often unaware that our focus, where we wanted to go, has shifted off the target and is now focused on where we did not want to go (hazard) in the first place and then we are left wondering why the ball ended up in the hazard. Therefore, in order to get where we want to go, we must first be aware as to where are thoughts are; are they on the target or are they on the hazard. This conscious effort now enables us to align our thinking first, for it is our thinking that dictates our actions which translates into our results. So what is your target, where is it that you want to go; be it with your golf game, business or personal aspirations; you may want to first look closely at

where your focus really is.

I was once asked by a great teacher, 'How can you ask someone to change something they are not aware of in the first place.' Players must build a sense of awareness as to what they are doing. All too often, players are not empowered as they learn to play better. They think of the teacher as someone who will fix them and tell them what to do and although this is how many lessons occur, there is not much long-term learning taking place, just short-term corrections. To begin with, players need to have focus on what they are actually doing. My lessons are more often about creating a players awareness of what they want to do and where there focus needs to be to do this. This is a lot different from telling them what they did wrong on a shot. I will often ask them, 'why do they want to know what you are doing wrong, do they want to keep doing it?' Although I am aware that many players think if they know what they are doing wrong they can fix it. But in this thinking they still do not know what they want do and how they will do it.

We see this dynamic all the time, just as Becky pointed out, if you really want to do something different, create that change in your game, business or your life, then you need to create a shift in your level of awareness. Again, just as in golf, the same holds true in business and life, perhaps you do not achieve your outcomes because your focus is not really on where you want to go, but more consumed with the distractions in your life, which often leads to rationalizing the results

you get.

Are you truly focusing on what needs to be accomplished or are you consumed with the distractions that are ever present? I know in Becky's training and in our guidance to organizations and individuals, we often talk about discovering these blind spots fixated on distractions, and overcoming them by increasing ones level of awareness.

As you can see knowing where you want to go is the key starting point for anyone who desires different results within their life, be it golf, business or personal. However, the second key is just as important and that is, knowing where your focus is; are you preoccupied by the distractions, the hazards or with what has happened in the past or are you clearly focused on your Target? Again the answer in creating this shift from distractions to target is to first develop a new level of awareness, which is the key to you producing sustainable results in every walk of life. So 'What is Your Target?'

Rick Moroski is Founder and CEO of the Leadership Caddie which is a consulting company to many major corporations. Currently, he is finalizing writing a book and is much sought after as a motivational speaker. Rick Moroski is a catalyst for change. For over 25 years he has been advising companies, organizations and individuals, to achieve a commanding level of excellence by creating a shift in awareness through his powerful insight and guidance! Contact Rick at dynamrick@comcast.net