

AMPD

Elite Junior Program



TPI
CERTIFIED



AMPD Elite Junior Player Development

Assessment, Measurement, Planning and Development Program (AMPD)

When a junior golfer reaches our Intermediate level and decides to commit the coming year to their development then its important they have a clear development program that measures their progress.

We call this our AMPD program (Assessment, Measurement, Planning and Development). AMPD encapsulates all of the coaching aspects into a framework that ensures the player goes thorough a continuous improvement process during his engagement with our academy. AMPD is also important for the player to start to take ownership of their own development, to improve communication with the parents and for coach(s) to openly document what the player need to succeed. AMPD isn't designed to put juniors under pressure or feel too formal but it allows us to be accountable to each other to make your child's progress a success. A documented baseline of the players ability, a clear plan, clear set of skills development goals and ongoing open communication ensures we all stay on track.

Definition of the verb to AMP

: to make (someone) more excited or energetic: [EXCITE](#), [ENERGISE](#)

: to make (something) more intense: [HEIGHTEN](#), [INTENSIFY](#)

: to increase the amount of (something): [RAISE](#)

Note: AMPD can also be used for golf associations and governing bodies that want to adopt a structured improvement program for their national players. Using AMPD your association will get early visibility of players with potential, identify players who are falling behind, allow optimal use of your resources (funds, equipment etc.) and maximise return on investment. The better the program, the more likely you are to create proficient players from your system.

Overview of AMPD

AMPD consists of four main components

Assessments – Player's baseline and periodic assessment of a player against a scoring system

Measurement and Analysis – Ongoing Measurement of the players progress (regression)

Planning – Development and management of the activity plan for the semester

Development –Planning and execution of the players semester activities

Assessments

At the assessment stage AMPD will measure the players physical and technical development. This includes their physical (stability, speed, power, strength) and their all aspects of their golf (Driving, Approach, Short Game, Putting). Our coaches will also make note of the players attitude to other players, practice, playing and competition. The results of the assessments will act as a baseline for going forward.

Measurement and Analysis

At the measurement stage AMPD will start to measure all aspects of their development from physical attributes to effectiveness of practice, to improvement of individual golf skills and performance on the course. Analysis of the data will provide coaches and parents an insight into the areas of the game that the player needs to work on.

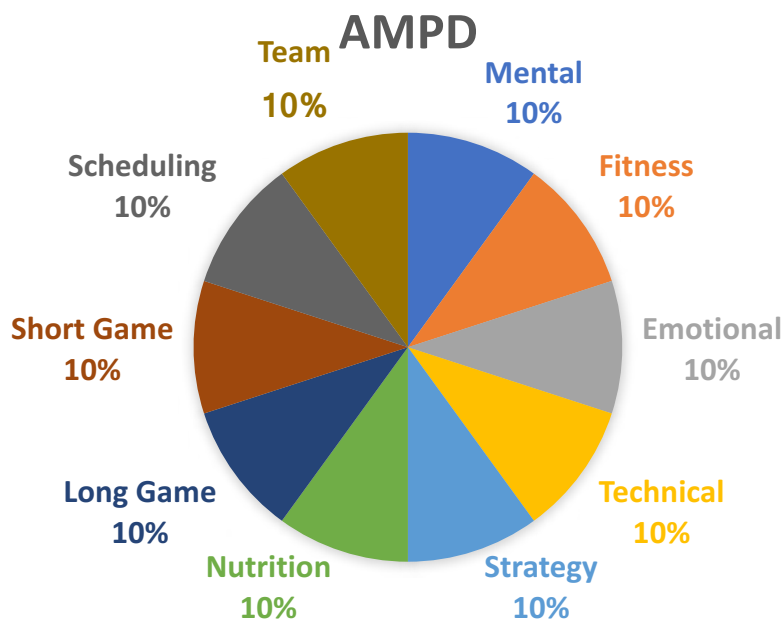
Planning

At the planning stage AMPD will provide a detailed plan of what the players should concentrate on for the coming 12 weeks. This will be based on the analysis of the measurement data.

Development

At the development stage the player will perform all of the necessary activities identified in the plan. Depending on the players needs for the coming quarter (12 weeks), these can include but are not limited to:

- Swing Lessons/Drills
- Putting Lessons/Drills
- Short Game Lessons/Drills
- Group Practice (All of the above)
- Tournaments (Monthly)
- Course Strategy
- Speed/Strength Training
- Stability/Mobility Training
- Fitness Group Practice
- Mental strength
- Tournament Planning and support



Parent can choose what they want the player to attend and what the players does on their own depending on the hours they have committed to and the players development needs.

Team Environment

It important that throughout this process that we continue to have fun and encourage the player to remain part of a team environment with other players and peers. The Elite players will become part of the AMPD team. Development activities will often be created in group sessions to allow the players to learn skills from other and to introduce temporary competitive environments for the players to feel a level of pressure but also have fun playing against each other.

Importance of Junior assessments

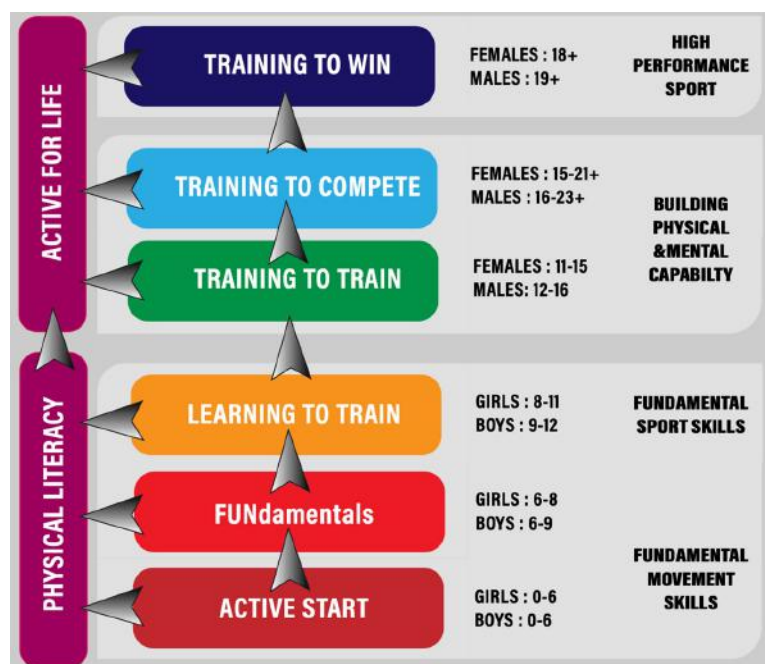
Whilst assessments of adult players are becoming mainstream it is rare with Junior players. However, its our belief that assessing junior players is equally importance and leads to early identification of weaknesses at a young age. Using the Perform 72 and TPI assessments we are able to baseline the Juniors mobility, stability, strength, power and speed at an early stage and sequence their development appropriately. For example, there is little value in a Junior undertaking speed training before they can stabilise their golf swing. Its essential we develop these skills sequentially to optimise the players development and avoid injury.

Managing Juniors

Juniors development can be like walking a tight rope. Too much structure and the junior stops having fun, too little and the junior doesn't progress. AMPD is designed to find that balance. Its important to recognise that AMPD is targeted at the Junior player who has recognised they love the game of golf, and they want to compete. Generally, this competition is in their peer group but soon develops into local, national and international events. If your child is at this level then its time to start adding some structure to the process of improvement. Our AMPD program will ensure that juniors have the following opportunities:

- Go through a structured program
- Get access to top coaching/instruction
- Develop a full plan for their progress
- Measure their progress month to month
- Learn how to train & compete
- Play competitive golf
- Compete with their peers
- Start winning

Fig 2. Our AMPD program is modeled off of Olympic training programs



Plateau's

Whats exciting about Junior development is that players can develop and improve at a very rapid rate. However, it is also very normal for a Junior to suddenly stop developing and start to lose interest in the sport. At AMPD its essential that we identify this early and discuss how to address this as a team and find a remedy before the players suggests giving up. Our measurement process will start to give us signs of slowing development or even regression and this will give us early warning of direct or indirect areas that may be impacting the players development.

Coaching & Instructors

Our Director of Fitness & Coaching, Jeff Ogden will be heading up our AMPD Program and will be responsible for their overall development. Jeff will also work with each Junior and their personal Instructor to recommend what technical development needs to be worked on. In some circumstances one of our Instructors may be assigned to the player to work on a specific element of their game. This happens for several reasons. 1. They enjoy working with the player and vice-versa. 2. They have specific experience with that type of player 3. They have specific skills that will advance the players development (Short Game, swing analysis)

Monthly Reviews with the Team (Parents, Coaches and officials)

As part of AMPD, parents, coaches and officials will have the opportunity to sit on a monthly basis (if required) to discuss the players development. This can be done formally or informally depending on the parents' approach and will be based around the development plan the team jointly developed.



Technology

As part of AMPD the player will have the opportunity to use certain technologies that will fast track their development. For example, access to launch monitors to measure club head speed or ball speed is an excellent way to motivate a junior player to start hitting the ball farther. Likewise measuring their putting ability or analysing their swing in 3D is an excellent way for a player to see what they are trying to achieve. We now have the following technology available to be used during any AMPD engagement with the player:

Perform 72 – Data collection and Analysis software – IoS APP

Launch Monitors – X3 and MEVO+ Pro to analyse all ball and club data

E6 Gaming – Allows player to play a full round indoors and run drills and competitions

Video Analysis – Swing Catalyst including High Speed cameras for face on and down the line

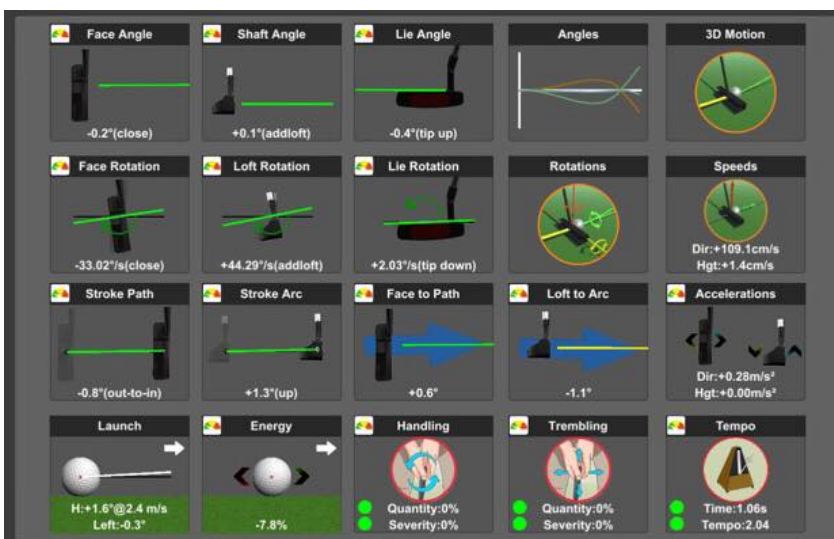
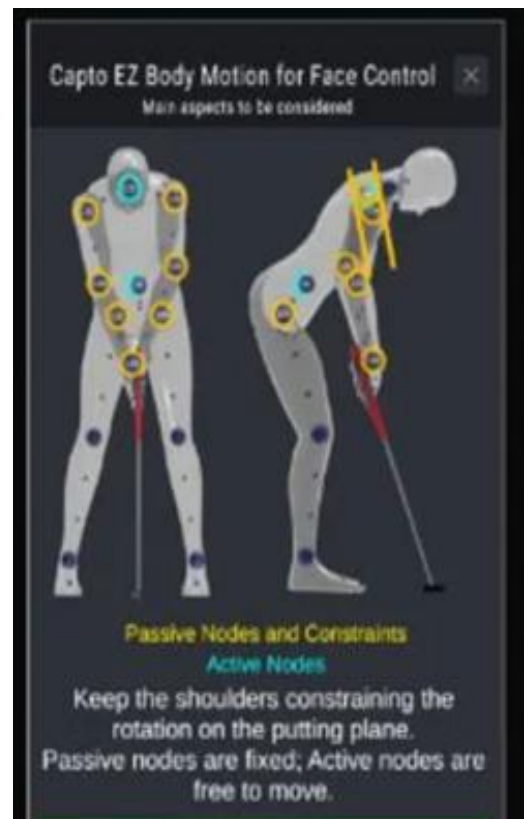
Putting Sensors – CAPTO Elite, CAPTO EZ, Hackmotion to analyse all aspects of the putting stroke

BodiTrak – Measure pressures and Ground reaction forces

HackMotion – Measure wrist angles, full swing and putting

Focus Band – Measurement of brain activity pre-shot / post shot

TPI Pro – Titleist Performance Institute assessments, speed, fitness, power and golf program drills



Fitness

As part of AMPD the player will have a full fitness analysis and planning element and access to the necessary information to perform full fitness regime to develop strength, power, speed and stability in their golf swing. All will be fine tuned to the players development age, fitness levels and playing schedule. Our fitness, speed, power and strength program is based on the TPI (Titleist Performance Institute) research and training programs that are used by many of the elite golfers around the world.



Our coaches are certified to advise players in golf fitness, strength, power and speed and have direct access to 1,000's of recommended golf fitness regimes designed by the Titleist Performance Institute.



All this is driven by the TPI Pro APP that allows our coaches to share the program on-line with the player to ensure that train correctly and within the schedule developed by the coach.

Structure of program

The AMPD program is delivered as a fixed number of hours per month/quarter/year that the player can use for anything related to their development. These include:

Assessments (Mandatory) – Performed periodically – Generally 1-2 hours per quarter

Measurement / Analysis (Mandatory) – Ongoing – Generally – 1-2 hours per quarter

Planning (Mandatory) – Ongoing – Generally 1-2 hours per quarter

Skill Development – Ongoing – The majority of the players activities on and off the course including fitness, skills development, practicing and playing.

The AMPD program is a fixed price of IDR 7m per player/per quarter and includes up to 15 hours to be used to cover the players assessment, measurement, planning and development as described in fig 1 below.

Fig 1. – AMPD Example Semester Schedule



We expect the player to attend 4 semesters a year to benefit from ALL of the sessions that the academy will provide. During each Semester, the player has access to:

- 6 hrs of dedicated 1-1 technical/fitness instruction (Including 2hr of fitness minimum)*
- 3 hrs of Assessment and Measurement drills
- 1 hrs of planning
- 5 hrs of group coaching including classroom

*We will provide the player the flexibility to adjust 1-1 hours these areas based on their needs.

Benefits

Juniors who join the AMPD program will have the following additional benefits:-

Up to 50% Discount on green fee's at Bali national 4 days a week after 1pm (Note: Juniors under 15 are NOT allowed to drive the buggy and will need a ride along that costs IDR 150,000)

50% discount of golf balls on the Bali National driving range

Use of the indoor hitting area if available and pre-booked

Use of the Bali National Gym when with an instructor

Terms and Conditions

Payment is up front and is non-refundable

Excludes travel and support at events

The AMPD program DOES NOT include the monthly tournament costs

No green fees are included in the costs

Coaches & Instructors

Tayler Kimura

Academy Director

PGA of Canada

Trained Coach: Sport Canada

2009 PGA Assistant of the Year

Jeff Ogden

Director of Fitness & Coaching

Certifications & Training

European Golf Teacher (EGF)

Titleist Performance Institute Golf Level 3, Fitness Level 2, Power Level 2 and Junior Level 2

CAPTO Putting Coach Level 2

Flightscope Advanced Launch Monitor Coach

Swing Catalyst level 2

Karl Morris: The Mind Factor Training

Jayne Storey: Breath Golf and connected golf

Our top 10 General Guidelines for Junior development from the PGA

1. Too much information from too many sources can strip the joy from the process of learning how to play golf.
2. Group instruction works best. Kids who learn, laugh, improve and struggle together are more likely to return for more.
3. Younger kids need variety. You're never too young to learn, but the smallest swingers need a mixture of activities to keep clinics and lessons fresh and exciting. Any activity that emphasises hand-eye coordination, balance or athletic movement benefits a golfer's early development. Even if it doesn't include touching a golf club or ball.
4. Don't sweat the details. Solid fundamentals are important and students' pleasure is more important than applying undue stress in pursuit of perfection until they have decided they want to try and become an elite player. Keeps the students invested in the decision.
5. Get on course - as soon as possible. Juniors who spend too much time banging balls on the driving range can easily lose interest. Besides, the golf course is where the game really comes alive, remains fun and fresh, poses a unique set of circumstances each day. A golfer understands the reason to spend quality time practicing chipping or bunker play once they're faced with those challenges on the golf course.
6. Let your child decide, it's their journey. Not all junior golfers will want to play in tournaments. Some might like to compete, but only in a group setting. And others may enjoy the game just because they can be outside and spend hours sharing good shots and laughter with friends. Parents who push their child down the wrong path may drive their child away from the game. The decision to pursue a tournament title, college scholarship or professional career should always come from the golfer and no one else.
7. Slumps are part of sports. Every golfer reaches a point where scores aren't improving because putts don't drop or drives miss their target. Understand that all athletes have stretches where they simply don't perform their best, sometimes for reasons that defy explanation - if they can be identified at all. It important to maintain perspective, set reachable intermediate goals and keep the focus on the process of having fun.
8. Parents, don't rush to spend. Expose your child to the game first. We have clubs available for kids to use during lessons or clinics. If your child decides they like the game and want to continue playing, then find equipment that fits them. Proper club length and weight are imperative for young beginners. Clubs that are too long or heavy can introduce bad swing habits.
9. If the parents also play then enjoy this game together. Father and son, mother and daughter. Walk nine holes on a warm summer evening. Find time to play a round on a family vacation. Celebrate the good shots, forget the bad ones, laugh a lot and let each memory soak in.
10. Fitness is essential in any sport and Golf specific fitness is improving. Introduce your child to fitness for golf at the right time and encourage them to keep it up. It will improve their performance on the course and lengthen their golfing career , professional or amateur.