



TALENT DEVELOPMENT THE NETHERLANDS
POLICY – NF Version 4.0 July, 2016



CONTENTS

Introduction

1. Vision, Mission and Goal
2. Talent development, top-level sport and top-level golf
3. Categories of players
4. Program
5. Coaching team
6. Organization

Copyright: GolfTON. No part of this publication may be reproduced and/or copied without permission of the author(s).

INTRODUCTION

Before you lies the policy of Golf Talent Development The Netherlands, in short GolfTON. GolfTON aims to be the organization where talented players can develop their true talent in order to perform at the highest possible level. For us, the highest level is not winning a league championship, a NK stroke play match or a national cup. Our program is designed to win majors and take part in the Ryder Cup. To really achieve something, you need to be able to think big, but start small. Hence GolfTON offers programs for players aged 8 and up to coaching players who already play in one of the professional tours.

Top-level sport is an important pillar at GolfTON. Not every participant will end up playing in the Ryder Cup Team, but this is not necessary. We believe that getting the most out of your sport by giving 100% commitment and dedication is an important basis for your entire life and that this forms you as an athlete and a human being. This is also possible at GolfTON, with programs that meet the desire to be the best you can be at your sport while at the same time studying or continuing in your job. All of the participants of the GolfTON programs are a member of one of the member associations. This is important to us, as we feel that the association instills norms and values that are essential to the development of a person and an athlete. Former GolfTON players will play a more prominent role within the association in the future.

The pro teams of the Rosendaelsche, Eindhovensche and Noordwijkse Golf Clubs have joined forces and together form the basis of GolfTON. From the solid base offered by these clubs, with a passion for golf and excellent facilities, we provide a platform for the golfer as an individual, the club and golf in The Netherlands. By bringing these golf clubs and pro teams together, a broad coverage over a large area of The Netherlands has been achieved. There is an enormous wealth of experienced coaches and mentors who, together, are going to achieve that GolfTON will become a household name in the world of golf when it comes to championship golf, top-level sport and talent development. Within GolfTON we will make extensive use of each other's expertise to educate our players as widely and effectively as possible. Customized and together, to ensure a maximum development of talent.

1: VISION, MISSION AND GOAL

Vision

To offer talented Dutch golf players the opportunity to fully develop their talents in order to be able to act/perform at the highest possible level and make the lowest possible scores.

Mission

To offer high quality, individually targeted coaching programs at various top locations in The Netherlands with leading coaches and counselors.

Goal

To accompany talented golf players in their ambition to make the most of themselves and their golf career, and as a result become a top-level golfer. This is done at golf clubs and courses that are equipped with the necessary facilities and top-level quality coaches.

General

To develop talented golf players into top-level golfers through tailored counselling (Personal Development Plan). Players will be coached at every possible level by top-level coaches who have earned their tracks as coaches. The coaches are supported by former 'tour' players who, through their experience, can combine technique and playing (the best of both worlds). The player must be given sufficient time to develop him/herself so that he/she can become as independent from the coaches as possible (players must be able to operate independently at high levels in golf). Our dream is that players become top-level golfers through the GolfTON method.

2. TALENT DEVELOPMENT, TOP-LEVEL SPORT AND TOP-LEVEL GOLF

Talent Development

Golf is continuously evolving and will continue to change over the coming years. It is an obvious task for GolfTON to continue to adapt to these developments. What will always be the same (and always has been the same) is, in our opinion, that every top-level athlete possesses exceptional strength – something he/she is so good at that it can make a difference. This strength may be the ability to hit exceptionally far, but also that you are better than average in all areas, without one particular area in which you excel.

In our coaching program we feel that it is important that players are coached in a positive manner in all areas in which they excel, but that players are also provided with the opportunity to improve in those areas that need improvement. “Positive coaching” facilitates the process by which a player develops self-confidence, self-esteem, their own style, strengths and resilience. Creating a positive self-image through positive coaching is crucial.

We find it important that every player is given the time and space to develop. Every player has their own physical and mental age; this does not always run parallel to the calendar age. We see players that are physically large and therefore have advantages over players of the same age that are smaller. We also see players that are mentally older than their peers. What matters is that somewhere between the ages of 20 and 24, a player is ready for the tour. Until then, everyone has their own growth curve in all areas. This personal growth curve (physical, mental, etc.) determines the intensity of the program. Unlike other sports, you can play top-level golf until you are 45-50 years old. Of course there are players that are extremely good at a young age and the average age at which players excel is dropping in recent years, however you really do need the time to get to where you want to be. The program should therefore be structured in such a manner that players with the potential to become professional players remain eager and do not end up experiencing golf as an overload. We see this happen on a regular basis and this is destructive to the development of any player. Naturally this is specific to each player, but we want to prevent players from becoming so overloaded (physically and mentally) that a career in the golf sport is no longer possible.

The coach has extensive knowledge and analyzes the player frequently, but is able to communicate this to the athlete in a simple and useful manner. This ensures that the player has the feeling that he/she is improving, without specifically focusing on technique. As coaches, we translate what we see into a specific task for the player. In this manner, the player can easily monitor this (even just before and during tournaments).

Ultimately golf is about one thing: getting the ball into the hole in as few strokes as possible. We must never lose sight of this essential element!

In our opinion it is essential to teach players to play 'fearless' golf at a young age. That is why our program aims to teach young people a focused and fear-free manner of playing. Logical thinking is addressed at a later stage in our program. Club head speed is an important factor in modern golf, and is therefore essential to learn at a young age. We first develop players into athletes and then top-level golfers. Competition makes players stronger and better – everyone should feel the pressure of up-coming talent to optimally grow and become self-reliant.

In order to achieve this, we strive to work with processes and tasks as much as possible. A player can and must make mistakes in order to learn and develop. By placing these processes within the right framework, the player will eventually be able to achieve a better result. The score is the result of carrying out the correct tasks. As coaches, we will monitor this vigilantly.

Top-level sport

Pursuing the development of a top-level golfer with maximum effort, where the development is clearly visible and the goals remain realistic. In the development to top-level golf, we find a top-100 position on the WAGR (World Amateur Golf Ranking) an objective criteria that a player must achieve in order to have a realistic chance to progress to the highest level of playing professional.

In order to achieve this, the following skills must be (further) developed:

- Handling all facets of golf in a disciplined manner;
- The ability to train independently;
- Having the mental stability to perform under maximum pressure;
- Being able to deal with euphoria and adversity: mental toughness;
- The ability to travel alone;
- The ability to maintain a certain technical level;
- Tactically so skilled that a game plan and the right choices in a game can be made;
- Having sufficient self-reflection to make a clear game analysis;
- The ability to perform as an individual and to work within a team.

Top-level golf

With the term top-level golf we mean acting/performing at the highest level: PGA Tour, European Tour, Ladies PGA Tour, Ladies European Tour, The Olympics, the Ryder Cup and the Solheim Cup.

3. CATEGORIES OF PLAYERS

For which athletes is GolfTON? The program is available to everyone that is a member of one of the affiliated clubs and in whom the coaches see sufficient potential.

When a player participates in GolfTON, the GolfTON program always takes precedence over any other program and/or any other sport in which the player participates.

GolfTON distinguishes four categories of players:

- Potentials
- Talents
- Top Amateurs
- Playing Professionals

For all players in each of the categories, the same (minimal) principles apply:

- The player must be intrinsically motivated and have a passion for golf and sport in general. The player is fully dedicated to top-level sport.
- The player may participate in a sport other than golf, but sees golf as the main sport.
- The player has good muscular mobility and skills.
- The player abides by the agreements made, general norms and values within society and the association and communicates in a clear and timely manner with the team coach.
- Norms and values for top-level sport, implementing and accepting the consequences of goals, keeping appointments and technical and physical development are of great importance.
- A combination can be made with another coach under the condition that we are 'leading' and any pro/youth trainings provided at your home course are in accordance with the plan outlined by us (for the potential programs).
- The player plays a minimum of 9-holes (in the winter) twice a week and 18-holes (in the summer) twice a week. He/she trains a minimum of 10 to 30 hours per week (including the rounds played) and takes 2 short game (putt and play) tests per month. He/she also registers all rounds played on the website provided by GolfTON.
- Parents are in agreement with the choice of their child to participate in the GolfTON program.
- Parents are able to arrange transportation to and from training sessions and tournaments.
- Parents communicate in a timely and clear manner.
- Aside from the indicated base costs, parents agree to invest in the player by providing additional training, equipment, transportation costs, etc.

- Parents and players are aware that they represent our program, and behave accordingly.
- Players sign a “Code of Conduct” and abide by this. Failure to comply with the Code of Conduct will lead to exclusion from the GolfTON program.

Potentials

Target audience

- Young, novice, talented and motivated players
- Age, we follow the golf age versus the biological age
- Not handicap-related

Requirements for participation

- Subjective on the basis of:
 - Good muscular skills
 - Technical development in Grip, Aim en Set-up
 - Discipline, commitment and motivation
- Objective on the basis of:
 - Performing homework
 - Keeping track of training administration, playing statistics, tests, etc. (players file)

Goals

- Sow now to be able to harvest later.
- Getting players ready for the Talents Group.
- Players create instinct/creativity through implicit exercise and games.
- Learning a good technical basis through the right mix of implicit and explicit learning (mainly through clear routines and drills and physical drills that are done during the physical training).
- Developing muscular skills.
- Speed drills: physical and swing technical learning and training.
- Implicit learning of course management skills (club choice, positions, focus, etc.).
- Training with a competitive focus whereby “fearless” golf is triggered.
- Creating situations under pressure in order to become mentally competent.

Talents

Target audience

- Young, experienced, talented and motivated players
- Age, we follow the golf age versus the biological age
- The player has a single digit handicap

Requirements for participation

- Subjective on the basis of:
 - Physical qualities
 - Technical development in Grip, Aim, Set-up and Basic movement
 - Ball skills and sense
 - Trajectory control
 - Course management insight
 - Mental abilities
 - Coachability during training and tournaments
 - Discipline, commitment and motivation
- Objective on the basis of:
 - Performing homework
 - Keeping track of training administration, playing statistics, tests, etc. (players file)

Goals

- Sow now to be able to harvest later.
- Refining the technical basis and strengthening motor skills.
- Getting players ready for the Top Amateur Group.
- When the player is fully grown, developing the physical condition (developing the total athlete).
- Creating swing speed.
- First learning basic course managements, such as a warming-up routine, pre-playing the course, making a game plan, stroke administration (once they have sufficient length), recognizing positions and judging these correctly, game preparation, how to train during tournaments, making risk reward choices and developing a B-level game). Then refining and mastering all of these skills.
- Learning to help themselves during a tournament with an analysis based on implicit swing training (location, trajectory).
- Learning to perform under pressure.
- Note: a young player may be included in this selection based on playing quality or physical strength.

Top Amateurs

Target audience

- Age, we follow the golf age versus the biological age
- Handicap: Male: <0, Female: <3
- Players that are expected to become golf professional-worthy in the coming years (this is explained in more detail in the work book)

Requirements for participation

- Subjective on the basis of:
 - Physical qualities
 - Technical development in Grip, Aim, Set-up and Basic movement
 - Ball skills and sense
 - Trajectory control
 - Course management insight
 - Mental abilities
 - Coachability during training and tournaments
 - Discipline, commitment and motivation
- Objective on the basis of:
 - Performing homework
 - Keeping track of training administration, playing statistics, tests, etc. (players file)

Goals

- Refine the technical basis and prepare the player to become a pro.
- Expansion of the physical condition of the player (developing the total athlete).
- Learning to live and train as a professional.
- Developing their own manner of playing golf and their own unique style (through this unique style being able to help themselves better and better).
- Being able to help themselves during a tournament with an analysis based on implicit swing training (location, trajectory).
- Being able to make a tactical game plan and the right choices.
- Knowing how to perform under pressure.

Playing Professionals

Target audience

- Professional golfer
- Satellite tours, European Tours and PGA Tours

Requirements for participation

- Subjective on the basis of:
 - Physical qualities
 - Technical development in Grip, Aim, Set-up and Basic movement
 - Ball skills and sense
 - Trajectory control
 - Course management insight
 - Mental abilities
 - Coachability during training and tournaments
 - Discipline, commitment and motivation
- Objective on the basis of:
 - Proven membership in a professional tour

Goals

- Refine the technical basis further.
- If needed, expansion of the physical condition of the player so that he/she is physically ready when they become a pro and only maintenance is needed in this phase.
- Living as a professional athlete.
- Being able to help themselves during a tournament with an analysis based on implicit swing training (location, trajectory).
- Promotion from the various tours to being able to perform at the Majors, Ryder Cup/Solheim Cup and the Olympics.
- Developing the player into a fully-fledged global player through top coaches (these will also be sought outside of GolfTON).
- Letting the best emerge under maximum pressure.

4. PROGRAM

The 10 commandments for our guidance

- The player is central.
- Making the player independent.
- Clear, positive and honest communication.
- Drive, approach game, putting and playing must be 80% of the weekly program. All of these ingredients are essential in scoring.
- Whenever possible, making things measurable (speed, physical, length, accuracy, short game scoring, etc.).
- Letting talents get to know each other better by exercising and playing together.
- The player is given the chance to develop until at least 24 years of age from the moment they enter the selection (in this period they will not be assessed on score but on other things, such as commitment, motivation, progression, etc.).
- International tournaments that the player can join through the NGF take precedence over national tournaments; national tournaments take precedence over club tournaments.
- All coaches are aware that they represent GolfTON and will behave accordingly.
- Multi-coaching is the key to success – using each other's expertise.

General scheme GolfTON program

Step 1: Intake

Step 2: Team trainings

Step 3: Individual modules

Regarding step 1: Intake

For the Potentials Group a start analysis is not performed, as at this level we focus purely on the basis. For the Talents, Top Amateurs and Playing Professionals we start with an initial analysis/evaluation in which we analyze and evaluate all aspects of the game and write a year plan. Screening is done physically (extensive screening), technically (through trackman, 3D analysis with a K-vest, balance plate and high-speed cameras), tactically (based on the rounds played and the evaluation of these rounds and statistics) and regarding equipment. In some cases, where requested, a mental screening may also be performed. This analysis/evaluation is performed in October and March.

Regarding step 2: Team trainings

Trainings are done in groups of 4 to 6 players. In the Talents and Top Amateurs, groups are classified based on level and age. In the Professionals Group, only Professionals are allowed. During the team trainings, players work on their individual learning objectives/year plan and

theme trainings are provided (information and manner of training is the same for all participants and technical, course management, physical skills, etc. are addressed).

Half day = 4 hours (continuous training)

Full day – 10 hours (9 hours of training with a 1 hour break)

Potentials Program

Group:

- 15x team training session
 - 15x coaching training
 - 15 x physical training

Individual:

- 2x parent meeting, 2 hours per player

Talents Program

Group:

- 7x team training session winter (half day)
 - Coaching
 - Putting
 - Course management
 - Physical
 - Mental
- 7x team training session playing (full day)
 - Course management
 - Physical
- 1x winter weekend (2 full days)
 - Coach
 - Putting
- 5 team training session summer (full day)
 - Coach
 - Course management

Individual:

- 2x assessment
 - Coach learning objectives
 - K-vest analysis
 - Physical
 - Club fitting
 - Putting
- 2x parent meeting, 2 hours per player

Top Amateurs Program

Group:

- 5x team training session winter (full day)
 - Coach
 - Putting
 - Physical
 - Mental
 - K-vest
- 5 x team training playing (full day)
 - Course Management
- 1 x winter weekend (2 full days)
 - Coach
 - Putting

Individual:

- 2x assessment
 - Coach learning objectives
 - K-vest analysis
 - Physical
 - Club fitting
 - Putting
- 2x parent meeting, 2 hours per player

Playing Professionals

Group:

- 5x team training session winter (full day)
 - Coach
 - Putting
 - Physical
 - Mental
 - K-vest

Individual:

- 2 x assessment
 - Coach learning goals
 - K-vest analysis
 - Physical
 - Club fitting
 - Putting
- 2x parent meeting, 2 hours per player

Regarding step 3: Individual modules

An individual program, where the various modules are chosen together. This is done after a meeting with the main coach, the player and the parent/management of the player (once in October and once in March/April). We are of the opinion that aside from the basic program (which is better in a group setting as certain themes are the same for all players and a competitive element is introduced, making players trigger and compete with each other), it is also essential to follow a fully adapted, individual training program. We do this by selecting modules (in this manner the player is provided with what he/she needs from the coach that is best suited to him/her). An individual plan is made with the main coach per chosen module. The modules that we offer are:

- Package private lessons (game counselling, if needed a buddy training with another player)
- Course management training
- Private putting coach
- 3D K-vest training
- Physical training (in groups or individually)
- Senior advisor opinion
- Tournament coaching
- Media training
- Financial training
- Metal training

Exit procedure

- Player and parents are provided with an exit interview, including a motivation report.
- The player is invited to two training sessions during the winter to monitor his/her progress.
- There is always the possibility that a player exits the selection (during the season due to certain reasons or at the end of the season) but returns to the selection in the future.

5. COACHING TEAM

Initiators

- Eric der Kinderen (Eindhovensche Golfclub)
- John Boerdonk (Rosendaelsche Golfclub)
- Roel Verdonschot (Noordwijkse Golfclub)

Coaching Staff

Function / Club	Eindhovensche	Noordwijkse	Rosendaelsche
Head Coach	Eric der Kinderen	Roel Verdonschot	John Boerdonk
Physical Coach	Martijn van Oosterhout	Steven Schilder	Tom Budding
Advisor	Gerry Jeurissen	Tom O'Mahoney	Jan Dorrestein
Putting Coach	Rob Mouwen	Rob Mouwen	Menno Pelk
Course Management	Richard Kind	Darius van Driel	Floris de Vries
Training Coach	Houcine Zioui	Jochem Burghouts	Menno Pelk
Medical Coach	Top Support Eindhoven	Hans Schüller	OCA
K-vest Specialist	Marcella Neggers	Marcella Neggers	Marcella Neggers

Specialists:

Mitchel Kevenaer – Mental Coach

Floris de Vries – Course Management

Judith van Hagen – Course Management / Short Game

Anne van Dam – Course Management /Tournament Preparation

Menno Pelk – Financial/Commercial

Enrico van Balen – Fiscal and Financial advisor

Leontine de Koning – Media training

Other specialists

In addition to the designated coaches, we also collaborate with several senior advisors and specialists. We believe that it is necessary at times, and for certain elements, to hire specialists to collaborate with the main coach to determine what the players next step should be.

6. ORGANISATION

3 Locations

- Eindhovensche Golf
- Rosendaelsche Golfclub
- Noordwijkse Golfclub

All of the locations work according to the same structure, but the organization of the program may vary per location depending on the services available. Besides the training sessions per location, we will also provide joint trainings, in which participants from the various clubs train and play together. The intensity of the training depends on the participants and availability.

Management Team

- Eric der Kinderen (Eindhovensche Golf)
- John Boerdonk (Rosendaelsche Golfclub)
- Roel Verdonschot (Noordwijkse Golfclub)

Location requirements (winter and summer)

- For the winter program a location is required that has good training conditions for both indoor and outdoor (for both short and long practice). The balls need to be of a good quality. The mats must have damping elements to prevent wrist problems. A space must be available in which to give a physical training. Also, players must be able to play on both a par-3 course as well as an 18-holes Championship Course.
- The playing program should be provided on a high-quality course. There must be sufficient opportunity to train shot shaping and short game situations. There must also be a possibility to practice all of the shots from a grass area.

Requirements for the coaching team

- In the ages of 9 to 15 the technical and physical basis (mainly muscular skills and speed) of a player is determined. Coaches need to have a proven track record in these areas. Players must be at least 80% technically ready by the age of 18 (if physically possible).
- The coaches must work well together and provide an annual and long-term plan per player (long-term plan for players aged 15 and older).
- The management team should be highly capable in the implicit and explicit provision of exercises and information.
- The game intelligence must be triggered and implicitly trained by an experienced player who is supported by experienced coaches.

- The management team must be able to communicate and organize.
- The coaches should be able to provide high-quality training programs that are instructive in all areas.
- The coaches must work in a sincere, positive, passionate, knowledgeable and motivated manner.
- Where necessary, coaches will hire expertise in order to maximally develop a player.
- Moments will be scheduled where coaches cooperate and work together (multi-coaching, within a team, technical advisors and possibly with other teams and clubs).
- The program is uniformly propagated in several clubs. Participating clubs are: Eindhovensche Golfclub, Rosendaelsche Golfclub and Noordwijkse Golfclub. This allows the program to be carried out in three prime locations and ensures a level of multi-coaching (during joint trainings the coaches will evaluate each other's players as multiple pairs of eyes keep each other sharp and see more than one pair of eyes).
- The head coaches monitor the program twice a year by evaluating the development of the program and the players.

In which manner do we communicate?

- The learning objectives for the Talents, Top Amateurs and Playing Professionals players are made by the entire coaching team in October. At the end of March, these objectives are evaluated. All of the trainings are documented in a similar manner (the player does this at the end of each training, supervised by his/her coach).
- After each training, the players will administrate the lesson content on the web platform, supervised by his/her coach.
- Both the winter and the summer training schedules will be communicated one month prior to the first training. Depending on the chosen individual modules, the coach will visit practice rounds and tournaments.

What do we expect from players and parents with regards to communication?

- The player informs us in a timely manner and with a valid reason if he/she cannot attend.
- The player responds on the same day to e-mail and text messages.
- The player makes a tournament schedule and sends this to all of the coaches per e-mail at the end of February.
- Every Sunday the player provides a week planning as discussed in the training and e-mails this to the coaches.
- The player ensures that all of the trainings are registered on the digital platform.

- The player creates a WhatsApp group with his/her coaches and send a message within 24 hours of each tournament with an evaluation of the game (evaluation of the set goals, statistics and then his/her feelings with regards to the game).