

# Raido Performance Iron Mind Series Toolkit

Creating an Iron Mind on The Golf Course

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## Lesson 1 – The Truth About Golf

### ❖ Breakdown of the 5 controllables:

- **Attitude** – While it might not seem like it, your attitude drives your performance in a big way. For most golfers (average golfers who aren't mentally tough) it works in a cycle. They go out there, have a few bad shots, because they're playing bad their attitude gets worse, then because their attitude is bad and they feel sorry for themselves they start playing worse, and eventually they spiral and play bad until they limp to the end of the round. You aren't most golfers, you're developing your mental toughness as we speak and because of this you don't fall into this performance – attitude cycle. You don't need to wait and see if you play well to have a good attitude, you show up with a good attitude and maintain a good attitude no matter what the results are. Remember, we can't control the results and we don't judge ourselves on results, we control the controllables and dominate the 3 feet around us. Maintaining a good attitude doesn't necessarily mean being happy and cheerful all the time, it's okay to get emotional and frustrated sometimes (it's part of being a competitor). Maintaining a good attitude means never letting your emotions take over, choosing to battle the temptation you'll face to give into those emotions and spiral out of control. Your goal with your attitude should be to stay neutral, never too excited or happy and never too frustrated or sad. Letting your attitude go too far in either direction can hurt your performance, so do your best to stay in the middle. That means staying calm, collected, and in the moment whether you're about to score a 9 on a par 4 you've just made your fourth birdie in a row. It's always about being great **this swing**, not being angry or excited about your last one. A championship attitude is one that's neutral (not too high and not too low) and focused on being great in the present moment. That doesn't mean you never give yourself credit or celebrate your wins (you should celebrate every win, even the small ones!), it just means you celebrate, take a breath, then bring your focus right back to the pitch you're about to throw. Maintaining this attitude will help you maintain confidence, trust your ability in big moments, battle through hard times, and have more fun!
- **Effort** – Your effort will work alongside your attitude to drive your performance. Maintaining a good, neutral, championship attitude will put you in a position to keep your effort level high no matter the circumstances. Just like we talked about with attitude, most people let their performance determine their effort level. If they're playing poorly their effort will go down because they're sad or frustrated, and if they're playing well their effort will go up because they're excited and focused. You're not most people, as a mentally tough golfer your effort level stays high (just

like your attitude) no matter what's happening around you. Whether you're having the best round of your life or worst round of your life your effort will stay at a championship level. The good news is, maintaining a championship level effort is just a decision. You need to decide that you will keep competing until the last swing no matter what, that your effort level will never drop, how hard you compete every swing is going to amaze people. Again, there are going to be times where the results aren't what you want and you're going to be tempted to lower your effort level and coast a little bit, you have to fight that temptation and choose to compete at a championship level through that. If you do, you'll start performing better and you'll have more fun, those are two things you always want! Choose a consistent championship effort starting right now.

- **Breath** – We usually don't pay attention to our breathing. We've done it every second of every day of our lives and typically don't notice it until we're trying to catch or hold our breath. Think about it though, when you're trying to hold your breath for a long time or catch your breath after you've been running, what are you thinking about? Your breath! And only the breath you're trying to take in that moment. Paying attention to our breath always brings us right into the present moment. As soon as we start focusing on our breath, we forget about everything that just happened and anything that might happen in the future, we're entirely focused on breathing in that moment. As a mentally tough golfer, you're going to use that as a superpower on the course. We just talked about the importance of maintaining a championship attitude and championship effort by focusing on being great every swing. If we want to focus like that on every swing, we need a tool to help us battle the temptation to leave the present moment and think about the swings we just took, or what people are going to say to us when we get off the course. The best tool for this is a tactical breath. Remember, a tactical breath is just a breath that has purpose or meaning, in this case its purpose is to bring us into the present moment and help us focus on being great this swing. To take a tactical breath all you have to do is breathe in through your nose for 4 seconds, hold it for 1 second, and then exhale for 4 seconds (all through your belly!). This tactical breath will bring you into the present moment and put your brain and body in a calm, confident state. Use the tactical breath and own the moment!
- **Plan** – The best golfers in the world have a plan, or an intention with every swing they take. Sometimes they hit poor shots (just like you do), but they never take a swing without knowing exactly what they want to do. When you don't have a plan, you can't trust the swing you are about to take, if you don't trust the swing you're taking, you aren't going to swing with confidence, and it probably isn't going to be very good. You can get a leg up on everyone around you just by deciding to have a plan with

every swing. The plan can be simple, something like “I’m going to land this right in the middle of that faded patch on the green,” or, “I’m going to start this drive just to the left of the trees and hit a fade that will roll along with the dog leg.” Those are two examples of simple plans that keep you focused and make sure you’re swinging with purpose. Golfers at all levels get in trouble when they lose control of the plan and just start swinging hard, mentally tough golfers never “just swing,” they take every swing with a purpose. Stay in control of your plan and swing with confidence!

- **Mechanics** – I’m not in favor of thinking about mechanics constantly when you’re out playing on the course, but your mechanics are something you can control every swing. I think the best way to stay in control of your mechanics is to have one “cue” or phrase you use that reminds you to stay mechanically sound and get the most out of every swing. This should be something simple but meaningful like, “explode and finish tall,” “slow is smooth, smooth is fast,” or, “powerful on the way down.” These phrases keep you in control of your mechanics and give you the best chance to get the most out of what you have every time out. Controlling your mechanics and leaning on these phrases creates confidence and trust, own your mechanics!

❖ **Additional tips**

- To remind yourself to be a master of the 3 feet around you write a 3 and circle it on all of your golf balls or on your glove. Look at this before every swing and use to it stay present and control the controllables.
- ❖ Here is your controllables scorecard, print this page out and take it to the field with you every day.



## **Lesson 2 – The First Victory**

The purpose of the first victory is twofold, to give yourself a shot of confidence before you even take a swing (remember, mentally tough golfers don't wait to see how their first shot goes to decide whether or not they're going to be confident), and to put your brain in success mode (remind yourself who you are and what you're capable of). I think the best way to get a first victory is to use the personal highlight reel. Your personal highlight reel is just a collection of 3-4 of the best, most exciting swings/shots you've ever taken on the golf course. Once you have these in mind, you'll take 1-2 minutes and relive these moments. Notice I say relive, not just watch. You're going to put yourself back into those moments and remember how the sun felt on your face, what the cut grass smelled like, how the club felt in your hands, what it sounded like when you struck the ball, who was around you, how the ball bounced when it landed, and what it felt like when you watched the ball stop. Bring yourself back into those moments, watch the highlight reel, relive the moments, and at the end remind yourself who you are and what you're capable of (you're an awesome golfer who's capable of handling any challenge that gets thrown at you!). Below you'll put together your personal highlight reel.

### ❖ Personal Highlight Reel Generator

- **Step 1 – Pick 3 or 4 of the best, most exciting swings/shots you've taken as a golfer.**
- **Shot #1 –**
  
- **Shot #2 –**
  
- **Shot #3 –**
  
- **Shot #4 –**

➤ **Step 2 – Describe each of these shots in great detail.** Think about all the things awesome highlight reels include (the crowd noise, the fresh cut grass, the sun, the rain, the sound of the club striking the ball, the wind blowing, players celebrating when they chip in, etc.) and use those as a guide to describe your shots. Include things like the sound of the club striking the ball, the feeling of your shoes digging into the grass, the feeling of the club grip in your fingers, the sounds around you, the smells, and most importantly how it felt to make the shots. Remember, with these personal highlight reels you're reliving these experiences to remind yourself who you are and put your brain in success mode, to do that you need to relive them as vividly as possible.

➤ **Shot #1 –**

➤ **Shot #2 –**

➤ **Shot #3 –**

➤ **Shot #4 –**

➤ **Step 3 – Remind yourself who you are.** The final piece of this highlight reel is reminding yourself who you are and what you're capable of (you're an awesome golfer who dominates challenges, controls the controllables, and is capable of doing amazing things!). This reminder puts your brain in success mode and boosts

your attitude and effort right before you go compete. The more often you remind yourself of who you are the more often you'll compete like the best version of yourself, so lean into this part!

➤ **Who am I? –**

➤ **Step 4 – Start practicing this highlight reel.** It might take some time for you to get used to watching your personal highlight reel and reliving those moments. To make sure you get the most out of it, start by watching your highlight reel alone in a quiet place like your room. When you first start doing this you want to eliminate distractions and be fully focused on reliving these moments. After some practice there, start watching this highlight reel before you go to the driving range, then, after you're comfortable watching it there bring it into more competitive rounds and watch it before you tee off at the first hole and the 10<sup>th</sup> (I think before the round and at the turn are the best places to watch this highlight reel). This highlight reel should be more than a couple of minutes long. Start putting in the work!

### Lesson 3 – Battling Player X

#### ❖ Guide to battling Player X

- The first step in battling Player X is understanding who/what he is, he is you! Player X is a scared, negative, non-confident version of you. If you want to battle him appropriately you have to remember this. He thinks he's protecting you from things like danger, embarrassment, or failure, but he isn't, he's leading you to play worse than you're capable of. We want to make sure that you have the ability to stop Player X in his tracks and stay in control of your internal conversation as often as possible so you can consistently perform at a high level. Stopping Player X requires you to do 3 things: recognize when/where he usually shows up and starts trying to control the conversation, acknowledge his presence and remind him that he isn't your friend, he's not trying to help you so you're not going to listen to him (this is where we name him too), and then replace his voice with your own powerful, championship self-talk. You're going to start talking to yourself and stop listening to yourself.
- **Step 1** - Recognizing when/where Player X usually shows up and starts trying to control the conversation.
  - Where does Player X show up most often for you? It might be on the range before the round starts, when you walk up to the first tee, or maybe it's just on par 3's. In the space below describe where you deal with Player X most often.
  - **Where does Player X usually show up? –**
  
  - When does Player X usually show up for you? Is it before the round? During the car ride to the course? As soon as you hit a ball into the rough or out of bounds? When you 3-putt? In the space below describe where you deal with Player X most often.
  - **When does Player X usually show up? –**
  
  - What does his voice sound like? What type of things does Player X usually say when he shows up? In the space below describe the negative/non-confident thoughts Player X usually brings up when he takes over the conversation.
  - **What does Player X sound like when he takes over the conversation? –**
- **Step 2 – Tell Player X he isn't your friend.** He's not there to help you, so you need to shut his voice down as soon as you hear it.

- How are you going to talk to Player X and shut his voice down when you hear it? You might say something like, “Player X I hear you, but you’re not my friend so I’m not going to listen to you.” In the space below describe how you’re going to talk to Player X and shut him down.

- **Self-Talk I’ll use to shut Player X down –**

- What are you going to name Player X? Remember, if you name it, you can tame it. Giving Player X a name gives you more control over him and makes it easier to talk to him/shut him down. This name can be anything you want, it can be a movie character, video game character, current athlete, whatever you want, just make sure it’s meaningful to you and something you can remember. In the space below tell me what your name for Player X is.

- **Player X’s Name –**

➤ **Step 3 –** Take control of the conversation, start talking to yourself and replace Player X’s voice with powerful, championship level self-talk.

- The key here is using that powerful self-talk to take control of the conversation and start talking to yourself instead of continuing to listen to yourself (AKA Player X). This self-talk should be simple, powerful, and productive. It could be something like, “Attack the pin, no fear,” or, “I’m the man, I own the tee box,” or, “smooth and powerful, let it eat!” Your self-talk is unique to you, just make sure it’s powerful and productive. In the space below write down 2-3 things or phrases you could say to yourself to take control of the conversation after you shut Player X down.

- **Phrase 1 –**

- **Phrase 2 –**

- **Phrase 3 –**

- **Put it all together** – In the space below put all 3 steps together into one checklist. Having this checklist will give you something easy to look back on every day and remind yourself how you battle Player X, because he’s coming for you!
- **Where does he show up? –**
  
- **When does he show up? –**
  
- **What does his voice sound like? –**
  
- **What did you name him? –**
  
- **What do you say to stop him in his tracks? –**
  
- **What powerful self-talk do you use to take control of the conversation and keep talking to yourself? –**

Now that you have these steps, put them to work! Take a look at this checklist every day and practice battling Player X every chance you get. He shows up everywhere, not just on the golf course, so make sure you’re shutting him down every chance you get. Start taking control of that conversation and talking to yourself all the time, that’s what mentally tough golfers do!

## Lesson #4 – Master of Emotions

Emotions are a part of human nature, everyone (even the best, most experienced golfers in the world) feel emotions like nervousness in big moments. Feeling those butterflies is not only normal, it's important! You need those butterflies to perform your best. They also spread some liquid confidence and prepare your body and mind to perform at a high level (liquid confidence is a term I use to describe chemicals that help your brain focus and prepare your body to take on challenges and perform at a high level. Nervousness gets these chemicals flowing, use them!). Remember, your job isn't to get those butterflies to stop moving, it's get them moving in the same direction. When they're moving in the same direction, you're ready to perform your best. The best way to do that is to talk to them. When you talk to them and say something like, "I'm excited to tee off, these butterflies are going to bring the best out of me, bring it on!" you trick your brain into believing that you're excited, not nervous, and that's actually the truth. Science has shown us that nervousness and excitement are produced by the same chemicals in our body, the only difference is in some moments we decide we're nervous, and in others we decide we're excited. Choose excitement every time!

- ❖ **Your “Butterfly Checklist”** – Go through this checklist every time you feel those butterflies to get them moving in the same direction.
  - **Step 1** – Recognize the butterflies.
  - **Step 2** – Talk to yourself, remind yourself that the butterflies are there because you're about to do something important, something awesome. In the space here write down what you're going to say to yourself to make sure you remember the butterflies are good for you, it can be something simple like, “Here they are, I'm glad they showed up, I'm ready to go now.”
    - **My Phrase** –
  - **Step 3** – Talk to the butterflies. This is where you get them moving in the same direction. Tell those butterflies this, “I'm excited to tee off, these butterflies are going to bring the best out of me, BRING IT ON!” Don't forget the bring it on!
  - **Step 4** – Use the excitement to compete. Clap your hands, grab your club, compete and have fun!

Here is the printable version of this checklist so you can take it with you to the field and make sure you get those butterflies moving in the same direction every time you pitch.

## Butterfly Checklist

Print out a few copies of this sheet and bring it to the field with you every game. Work through before the game as you prepare to go out and pitch. All you have to do is check each step off, welcome the challenge, and go compete! By the way, the empty spaces are where you put your check mark.

Step 1 – Recognize the Butterflies \_\_\_\_\_

Step 2 – Talk to yourself, repeat your powerful self-talk phrase and welcome those butterflies \_\_\_\_\_

My self-talk phrase -

Step 3 – Talk to the butterflies, tell them to BRING IT ON! \_\_\_\_\_

Step 4 – Feel the butterflies moving in the same direction and go compete! \_\_\_\_\_

## **Lesson #5 – Your Eyes are Your Guide**

The most powerful skill in golf isn't the ability to drive it 350 yards every time, land every approach shot 10 feet from the pin, or even 1 putt every time you're within 12 feet. Those are great, and being able to do any of those will probably make you a better golfer, but they aren't the most powerful skill a golfer can have. The most powerful skill any golfer can possess is the ability to control their eyes. Your eyes are a direct link to your brain, so what your eyes focus on is what your brain will see as being important and will tell your body to act according to that thing. So, if you spend your time staring at the water, the rough, or sand traps and tell yourself not to hit it there, your brain is going to ignore the "don't" you tried to sneak in there and tell your body those things are important, and you're probably going to hit it there. The best way to consistently control your eyes, what they focus on, and ultimately where you hit it is to use the 3-step SFT process: See it, Feel it, Trust it.

- ❖ **Step 1 – See it.** Find a small, specific, exact target to hit at every swing. Not a general area, or a direction, the smallest thing you can find. Find this target and lock your eyes on it.
- ❖ **Step 2 – Feel it.** After you have the target, feel the exact swing you want to take with this shot. Feel the tempo and imagine the ball flying exactly to that spot. I recommend feeling it during your practice swings. Make sure you feel exactly the shot you want!
- ❖ **Step 3 – Trust it.** You know your target, you felt the exact shot you want, now you step up and trust it. No more questions, no more thinking, trust it and let it fly!
- ❖ **Put it to work –** To remind yourself of the SFT process and the importance of controlling your eyes, I recommend writing SFT on some of the balls you play with. That way every time you tee a ball up, look down at a ball in the fairway, or line up a putt you'll see these letters and remember what you need to do.

## Lesson #6 – PGA Style Routines

When world class athletes are on the biggest stages in sports dealing with massive amounts of pressure, they lean on routines to keep them calm, confident, and to perform their best in the moment. They use routines because these intentional, deliberately constructed routines give them a sense of control in an environment that is largely uncontrollable, and they prevent the athletes from having to guess how they should think or act. Remember, there's no guessing at the elite levels, mentally tough golfers never act at random. The beauty of routines though, is that they work anywhere and anytime. They'll work for you if you're playing on a local municipal with a couple of friends just like they work for Scottie Scheffler when he's on the 18<sup>th</sup> at the Master's. An intentional routine will keep you calm, confident, and in control no matter the setting. You are going to focus on creating a pre-shot routine, something you can do before every swing to help you remain calm and confident. Your routine will be unique to you, but there are 4 things that are non-negotiable in a pre-swing routine: a clear target, a tactical breath, a tempo check, and powerful, championship self-talk. I gave you an example of how this routine might look in the video, but you'll construct your routine here.

### Routine Builder

This routine builder will simply lay out the 4 steps you need to include in your routine and then give you the opportunity to add your own flare if you want. Remember, the 4-step routine you lay out here is your starting point, something you will use for now but add to in the future. My only rule is that whatever you add needs to be meaningful, powerful, and quick. Don't add certain actions or steps to your routine just because you think they look cool or because someone else does them. Only add things that mean something to you and help you perform your best consistently. Let's build a routine!

- ❖ **Step 1 – Clear Target.** Your eyes are your master, whatever your eyes focus on will be turned into information and beamed to your brain at hyper speed. This information will largely determine how you act (AKA how you swing and where you hit it). Make sure your eyes lock onto a clear target as you get up to the ball. Pick a small, very specific target to lock in on and attack it. The smaller and more specific the better, aim small miss small! Your target will be different on every swing depending on the course and where the ball is, so in the space below describe when/how you will lock in on this clear target.
  - **When/how will I lock in on my clear target? –**



❖ **Step 4 – Powerful, Championship Self-Talk.** You can incorporate this self-talk at the end of your breath and at the end of your routine here if you want, but you absolutely have to have it here. This powerful self-talk gives your brain the 1 thought you want it to have so you can compete exactly the way you want to. Right before you take your swing tell yourself something powerful like, “I own the tee box,” or, “explode up through the ball,” or, “hunt the pin.” Something that’s unique and meaningful to you that gives you a clear intent and puts you in a confident zone. Talk to yourself! Describe the powerful self-talk you’ll use to finish your routine below.

➤ **My powerful self-talk phrase –**

❖ **Bonus –** Make it personal. If you want to add an extra action or step to your routine describe it here. I recommend starting with the basic pre-swing routine above, and then adding something once you’re already comfortable with the basic routine. If you’ve done that and you’re ready to add some personal flare, write it down here. Remember though, these added actions can’t be random or things you just think are cool, they have to be meaningful to you, they need to serve a purpose (ideally creating a calm, confident, and competitive mindset). Write down your extra actions in the space below.

➤ **Extra action 1 –**

➤ **Extra action 2 –**

❖ **Put it all together –** I want to give you an opportunity to piece the whole routine together here so you can print it out and look at it whenever you want. It’s always helpful to have everything in one place, so put the previous 5 steps together right here.

➤ **Step 1:** When/how do I lock in on my clear target? –

➤ **Step 2:** Number of Seconds on the inhale –

- Number of seconds I hold it in -
- Number of seconds on the exhale –
- Powerful self-talk phrase I finish with –

- **Step 3:** Tempo Check –
  - My tempo with woods -
  
  - My tempo with irons –
  
  - My tempo with wedges –
  
- **Step 4:** My powerful self-talk phrase –
  
- **Step 5:** My extra (personal) action –

## **Lesson #7 – Fail Like a Pro**

Golf is one of the hardest games in the world. It's so hard that the best players in the world, who make millions of dollars playing golf fail all the time. They mishit balls of the tee, they chunk iron shots in the middle of the fairway, they blade wedges across the green, they make the same mistakes you do! Every golfer fails, in fact, failure is a part of golf, there is no way to escape it. Knowing this, it's important that you don't try to avoid failure, you embrace it, understand it's part of the game you love, and learn to fail like a pro. Failing like a pro helps you learn from your failures, bounce back from failure quickly, and have more fun on the course. To fail like a pro, you just have to do 3 things. You have to understand that you really only fail if you don't learn from what happened (it's win or learn, not win or lose), you have to remember that failure is an event, not a person (having a bad day on the golf course doesn't make you a bad person, you're still awesome even if you shoot a 115!), and you have to move on to the next swing after any sort of failure (move on using self-talk phrases like, "So what, now what?" or "Big deal, next swing."). Here is your Fail Like a Pro checklist to help you do these things whenever you golf. By the way, this should be completed after every round, not just once!

❖ **Step 1 – Win or Learn.** What did I learn from my failure? In the space below write down 2-3 things you learned from failing that are going to make you a better, more mentally tough golfer in the future.

➤ **Lesson 1 –**

➤ **Lesson 2 –**

➤ **Lesson 3 –**

❖ **Step 2 – Failure is an event not a person.** Even though you didn't perform the way you wanted as a golfer you're still an awesome person. In the space below write down 3 great things you did as a golfer or playing partner today.

➤ **Great thing 1 –**

➤ **Great thing 2 –**

➤ **Great thing 3 –**

❖ **Step 3 –** Move on to the next swing. Mentally tough golfers compete one swing at a time, and they never let the previous swing affect the swing they're about to take now. The best way to move on from failure is by talking to yourself. In the space below provide 2 self-talk phrases you're going to use to move on from failure.

➤ **Phrase 1 –**

➤ **Phrase 2 –**

**Bonus tactic –** If you want to, a good thing to have in addition to a self-talk phrase is a “re-set button” on your hat or glove. Draw this button on the inside of your hat or the thumb of your glove and press it after you talk to yourself so you have physical reminder to re-set and move on.

**Bonus Activity - Daily E-S-P.** E-S-P stands for Effort, Success, and Progress. The daily E-S-P exercise works to help you identify the things you did during practice, games, or just throughout the day that remind you of how you got better or succeeded no matter what the results were. To do this exercise all you need to do is write down one example of a time you gave great effort, one example of success (ideally one that's separate from winning), and evidence of progress you made during practice or throughout the day. Do this exercise each day to consistently build authentic confidence and consistently remind yourself that you're always growing, even if the results aren't what you want.