



EXCEL GOLF ACADEMY

VISION: To be the leading Junior Golf Academy in Africa by 2025.

MISSION: To provide the best junior golf academy environment that allows junior golfers to reach their true potential.

Our programme is underpinned by the following;

1. Every individual is unique. We all have a unique personality, style, beliefs and values that give meaning to the world around us.
2. Development of fundamental movement skills, establishment of functional movement patterns, development of sports specific skills, teaching of golf-specific skills and most importantly, creating a love for the game."
3. We adopt holistic approach to give the golfer the ultimate opportunity to be your best.
4. To build skills: technical, mental, strategic emotional and physical and to build character, producing well rounded and balanced individuals.
5. Our goal is to create a junior golf academy environment that is inspiring and motivating, providing the structure and tools to allow our students to reach their full potential.
6. We use the forces of sport to develop a player into a stronger human being so that they can be closer to the person they want to become.
7. We are not trying to produce good golfers, we are trying to produce exceptional golfers.

The Excel Golf Junior Program is designed to teach juniors to play golf, make them better human being, keep track of improvement and best of all have fun! Our instructors will teach and guide juniors through each of the age- appropriate golf development levels of our Excel Golf Junior Program. Within each level, juniors will gain important skills and knowledge in each of the 6 Core Modules outlined below. The Program focuses on developing the “whole” golfer

and not exclusively on technical golf skills. This framework is a comprehensive and structured approach to golf instruction that focuses on age appropriate goals for each junior and instructor.

We recommend children move through the programs levels at a moderate pace. Children with little or no golf experience may enter the program at any of the first three levels appropriate for their age. It is not uncommon for participants of all ages and abilities to remain in a level for multiple sessions prior to successfully achieving level benchmarks and a complete understanding of the associated Core Competencies. With that in mind, children should be placed into a level that best complements their age, current ability level, and desire to learn the game. We will work with you to ensure your child is placed appropriately to ensure sufficient motivation and success in our programs.

CORE MODULES

The following table outlines 6 Core Modules of the program. Each participant will need to demonstrate an understanding or a proficiency of skill as they relate to the benchmarks. In the early levels of our program, benchmarks are focused on participation/exposure to the program's framework. As golfer's progress into the advanced levels of the program, the benchmarks are more qualitative and quantitative in nature.



Golf Skills & Performance: All of the technical skills that will be developed over time: putting, chipping, pitching, bunker play, and full swing.

Fitness & Health: Sports physiological movements that will be developed over time: fundamental movement skills (ABCs of athleticism), golf physical skills (posture, core strength and stability, whole body strength and power, cardiovascular endurance), and performance skills (nutrition, lifestyle, environmental factors (heat vs. cold)).

Golf 101: Other relative elements that play a role in developing the golfer as a “whole” player: safety, etiquette and rules, the course, equipment, golf terms, facts, and golf heroes.

Playing & Competition: Elements that prepare developing golfers for competition and overall play.

Mind Matters: Mental management elements that will be developed over time: relaxation, breathing, stress and tension control, technical cues, and goal setting.

Values: character building and Ethical elements that uphold golf's tradition and history: respect, honesty, integrity, sportsmanship, responsibility, courtesy, and perseverance. In addition Excel Golf Academy is a keen follower and implementer of the ideas and methods of the "The filmproject", which has the basic philosophy that, "results are primarily driven by the process and our process is driven mainly by our character" therefore there is a need for sport to focus on developing a player's character as a way to reach the desired results, Please refer to below for the list of both performance and moral character checklist.

CHARACTER CHECKLIST

PERFORMANCE

- ☐ Hardworking
- ☐ Competitive
- ☐ Positive
- ☐ Focused
- ☐ Accountable
- ☐ Courageous
- ☐ Resilient
- ☐ Confident
- ☐ Enthusiastic
- ☐ Disciplined
- ☐ Motivated
- ☐ Creative
- ☐ Curious

MORAL

- ☐ Unselfish
- ☐ Honest
- ☐ Respectful
- ☐ Appreciative
- ☐ Humble
- ☐ Patient
- ☐ Loyal
- ☐ Trustworthy
- ☐ Trustwilling
- ☐ Encouraging
- ☐ Socially Aware
- ☐ Caring
- ☐ Empathetic

Philosophy

The Excel Golf Junior Golf Program is designed to instruct juniors to become both sound athletes and skilled golfers. The training philosophy operates on the hat system principle similar to the belt system in Karate. Juniors work on various hat levels within the program from beginner to high school golfer.



As Athletes develop their skill they achieve higher hat and shirt colors similar to how kids go through the karate belt colors. The Titleist Performance Institute has three major classifications or levels with the following 10 hat colors in the program; Hats will be earned in order from red-to-white, to blue-to-green, to black. Very much resembling the teeing system used at most golf courses.

Kids will be evaluated on 7 building blocks or proficiencies and depending on how they perform, they will be placed into a certain hat color. The seven building blocks that will be tested include:

1. Golf Swing Technical Skills
2. Shot Making Skills
3. Course Management/Playing Skills and Performance Statistics
4. Object Control FMS
5. Locomotion FMS
6. Physical Fitness Proficiency
7. Rules, Etiquette, History, Motion Capture

Scoring

Each child is placed through a series of tests that are graded with a pass/fail score. Total number of passed proficiencies will determine what hat color the child earns. Each child, regardless of their chronological age, must go through the screening process to optimize their junior golf school experience. Coaches have the power to screen kids on a regular basis or whenever they feel the child is ready to progress up the ranking system.

1. **The TPI Novice levels** - focus on establishing the basics of the game; Swing, Skill and Playing. Gradings are made up largely of outcome based demonstrations of swing fundamentals by the junior. Any skills tests included require a 25% success rate for that particular test to pass at these early levels.
 - a. Red Hat
 - b. Red with White Stripe Hat
 - c. White Hat
2. **The TPI Intermediate levels** continue to build on the foundation created in the Novice levels. More skills are taught and each grading progressively introduces more skills tests that have to be successfully completed in order to pass the grading. By Blue Green Stripe Hat Grading, most of the skills tests require a 50% success rate to pass that particular test. In addition, the Intermediate levels mark that start of the junior being required to prove that they can achieve set standards for areas such as Scoring Average, Greens in regulation, Putts per round and Scrambling (relative to the appropriate modified course).
 - a. White with Blue Stripe Hat
 - b. Blue Hat
 - c. Blue with Green Stripe Hat
3. **The TPI advanced levels** require highly developed shot-making and playing standards in order to pass the grading, which implies a well-developed swing. The Black Silver Stripe Hat Grading requires amongst other things a low single figure handicap and most of the

skills tests contained within the grading require a two-thirds success rate to pass the individual test.

- a. Green Hat
- b. Green with Black Stripe Hat
- c. Black Cap
- d. Black with Silver Stripe Hat

According to the TPI, a Black Silver Stripe Cap junior golfer will be well on the way to becoming a feared competitor!

LONG TERM ATHLETE DEVELOPMENT

As previously mentioned, our program pulls inspiration from international curriculums already in place in Korea, Sweden, Germany, England, and Canada and is based on the Long Term Athletic Development (LTAD) model created by Dr. Istvan Balyi. The program emphasizes age-- appropriate skill development and builds progressively maximize the athlete's potential. Research suggests that it takes approximately 10 years or 10,000 hours of training for an athlete to reach an international elite level of competitiveness within his/her sport. For golf, more recent statistics have shown that the number is closer to 15 years. The LTAD model provides us with a systematic and proven approach to effectively develop long-- term athletes.

It should be noted that this process is an inclusive model that encourages all individuals to be involved in lifelong physical activity. The design of the program provides juniors the framework to move from novice to expert or any level in between. It does however provide the necessary framework for those juniors with the ability and desire to become elite with a solid foundation in physical, technical, tactical, and mental capacities upon which to maximize their performance abilities.

Our programme utilizes the Titleist Performance Institute's Junior Golf Framework. The framework has two major components, The FUNdamental Cyclone and S.M.A.S.H. Zones. These include up to 12 stations in each track. The FUNdamental Cyclone focuses on the body's fundamental movement skills while S.M.A.S.H. – Stability, Mobility, ABCs (Agility, Balance, Coordination and Speed), Sports Skills and Honing Golf Skills – is rigorously designed for youngsters in fifth through ninth grades. Each has kicking, hitting, throwing, putting, forearm release, chipping and catching stations. In addition, there is a strength-building station and an area where children will begin to learn golf fundamentals in a way their brain and body responds to. While kicking, hitting and throwing provide a seemingly unorthodox approach to golf instruction, all help encourage rotational velocity, which is critical when learning the mechanics of golf. We are teaching the youngsters to become extremely talented athletes in an arena that makes this hour their favorite activity of the week.

THE FUNDAMENTAL CYCLONE

As noted above, the Golf Cyclone is the name of the program we use for kids between the ages of five and eight. The Cyclone is composed of 6 to 12 stations depending on the size of the facility. Stations focus on speed and athletic development. There are wrist release stations, strength building stations and stations where children will begin developing explosiveness. Built into each station are exercises and movements that enable athletes to learn the fundamentals of athleticism and golf. Kids are paired up (two per station) and rotate every 5-7 minutes from station to station. There is a 5-15 minute group warm-up before the class begins and a golf swing theme of the day is introduced. Themes include grip, alignment, posture and weight shift. All stations will re-enforce the theme if appropriate. After kids complete four stations in the Cyclone, a group activity or game is performed with some type of competition. Examples include tug-of-war, foam hockey matches, sack races, putting contests and relay races. These group competitions usually last about 10 minutes. After the group activity, kids will return to the next station and complete the Cyclone.

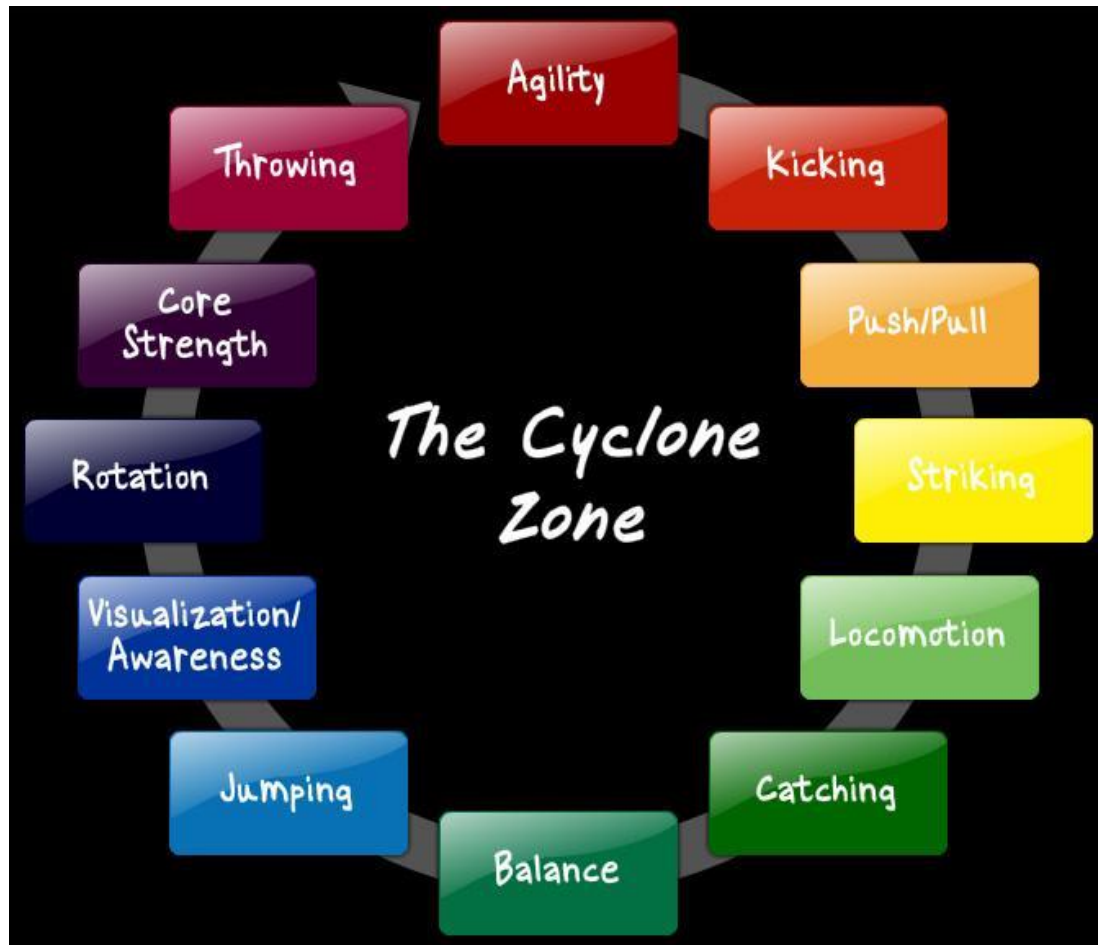


Once the Cyclone is completed, all kids finish with a group cool down. This includes light aerobic activity and a review of the golf theme for the day. There are also mandatory water breaks after every two stations.

This format does several interesting things:

1. It allows kids to stay focused. Most experts will tell you that kids this age get distracted or bored with any activity after five minutes. By changing stations every 5-7 minutes this problem is eliminated.
2. It is fun for the kids. Because each station is designed around speed or physical development, most kids think this is more like play time than hard work. It is important for kids to have fun at this age. They need to relate the sport to something that is fun, not hard work!
3. It allows skills to be introduced in a slow and repetitive format. Each skill must be mastered before adding more information. By keeping to one theme per week or month, kids have time to process the information and really master the skill. Plus, they see how the skill is used in multiple sports and why it is important for success.
4. Kids are turned into athletes first and golfers second. Too often, kids at this age are thrown into golf-skill development programs only. Kids are not physically developed to handle this type of program at this age and it usually leads to early burnout, over-use injuries, dislike of the game and aversion to future instruction.

The stations that we recommend in the Cyclone include the following:



1. Agility – includes hurdles, ladders, tag related games and obstacle courses.
2. Kicking – includes soccer ball kicks, punting and kick ball.
3. Push/Pull – includes monkey bars, pull-up bars and push sleds.
4. Striking – includes hitting golf balls, T-ball batting practice, tennis ground stroke, hockey slap shot and cricket batting.
5. Locomotion – includes skipping, hopping, sliding, sprinting, galloping, crawling and karaoke.
6. Catching – includes koosh balls, fish tail balls Frisbees and footballs.
7. Balance – includes balance beams, balance obstacle courses, foam discs and Swiss balls.



8. Jumping – includes hurdles, plyo boxes, hop scotch, broad jump and bounding activities.
9. Visualization / Awareness – includes green reading, green bowling, croquette and tumbling.
10. Rotation – includes medicine balls, rebounder or plyo wall and 360 degree jumping.
11. Core Strength – includes Swiss ball, body weight only stability exercises, climbing activities and wrestling activities.
12. Throwing – includes all over-hand throwing activities. These include throwing a ball, throwing a foam javelin, bean bag tossing and foam football throws.

The S.M.A.S.H ZONE

The S.M.A.S.H. Zone is targeted at the 10-15 year olds. It is aimed at developing more advanced Fundamental Movement Skills and introduces sport specific skills. A specific and well-planned practice, training, competition and recovery regime will ensure optimum development throughout an athlete's career. Ultimately, sustained success comes from training and performing well over the long-term rather than winning in the short-term. There is no short-cut to success in athletic preparation. Over-emphasizing competition in the early phases of training will always cause shortcomings in athletic abilities later in an athlete's career.



S.M.A.S.H. stands for:

S – Stability

M – Mobility

A – ABC's (A = Agility; B = Balance; C = Coordination)

S – Sports skills

H – Hone your golf skills



Hockey Field Dribbling



Happy Gilmore Swings

About TPI

The world's leader in golf health and fitness, the Titleist Performance Institute – a subsidiary of Titleist – is a research and development center based in Oceanside, CA. The organization has more than 3,000 certified members in more than 30 countries. In order to learn more about the Titleist Performance Institute log on to www.mytpi.com

Mpho Kelosiwang, Excel Golf Lead Instructor

- Mpho Kelosiwang is a qualified PGA of Botswana Class A Golf Professional and also a member of the PGA of South Africa.
- He has 6 years of teaching experience 10 years of golf administration experience and currently serve as a golf development consultant.
- In addition to PGA of South Africa Qualification, Mpho is Titleist Performance Institute Certified level 1 and Level 2 Junior coach. He has completed a certificate TPI level 1, he also has a certificate in Golf Psychology Coaching.
- An avid learner, Mpho has undergone training in delivering a revolutionary **“GO GOLF”** Coaching programme, has done an online course on **“Game Like Training”** and is a Botswana Long Term Athlete Development Champion for Golf. He previously voluntarily coached the Botswana Golf National Team.
- He is currently the Head Coach of Excel Golf Academy, where his passion lies in Player Development, Junior and Elite Player Development.
- Mpho brings his years of playing and teaching experience to the TPI Jr. Program.

Development Days

It has been scientifically proven that it takes a minimum of 10,000 hours of deliberate practice for a talented athlete to reach elite levels. The English Golf Union, define deliberate practice as activities which:

- Are done with the specific goal of improving performance.
- Are performed daily in a work-like manner.
- Require effort and attention.
- Do not immediately lead to social or financial rewards.
- Are not necessarily enjoyable to perform.

The following are the Development days for the after school programme which is designed to allow junior golfer to come in after school and during the weekend to continue their development.

- Weekdays –

- Monday to Friday - 1300 hrs. to 1800 hrs
- Weekends
 - Saturday: 0900 hrs. to 1300hrs
 - Sunday: 1400hrs to 1800hrs –On Course Sessions
- **School Holiday Camps**

Junior golf camps are a fun way for juniors to enjoy their holidays, improve their golf and make new friends. Excel Golf Academy intends running school Holiday Junior Camps to encourage junior participation and intense coaching and development. The School Holiday Camps are designed to provide intensive training for Kids of all ages. During these school holidays, every junior will undergo 4 days of intensive training. At the end of each camp the junior will be assessed and graded according to their Hat and Shirt Classification. The progression classification will be accompanied by a congratulatory letter and certificate.