



HENRY BRUNTON
GOLF ACADEMY

LEARNING GUIDE

Unlock your potential
and lower your scores!



HENRY BRUNTON
PGA Master Professional
PGA of Canada Hall of Fame



HENRY BRUNTON GOLF ACADEMY
LEARNING GUIDE



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HENRY BRUNTON GOLF ACADEMY
TWO LOCATIONS



HENRY'S SCHEDULE

Orlando, Florida: October to May

Toronto, Canada: May to October



Royal St. Cloud Golf Links- Orlando, Florida



Eagles Nest Golf Club, Maple, Ontario

www.henrybrunton.com

HENRY BRUNTON GOLF ACADEMY

WORLD-CLASS COACHING PROGRAMS CUSTOMIZED FOR YOU

Seize the opportunity to work with Henry Brunton, PGA of Canada Hall of Famer, or his team of PGA Coaching Specialists. Our award-winning coaching programs are tailored to help you achieve your goals.

We have two year-round locations:

[Eagles Nest Golf Club](#), Toronto, Canada

[Royal St. Cloud Golf Links](#), Orlando, Florida

- » Residential High-Performance Junior Academy: Orlando, FL (November - May)
- » Adult Coaching Programs: Toronto and Orlando
- » Adult Golf Schools: Summer in Toronto, Winter in Orlando
- » VIP Adult Coaching Program with Henry Brunton: Limited availability
- » Strive for Excellence Junior High-Performance Coaching Program with Henry Brunton at Eagles Nest
- » Road to the NCAA Junior Golfer Support Program with Henry Brunton: Virtual and in-person, customized
- » Private Coaching Packages
- » Elite Junior Golf School Experiences at Eagles Nest with Henry Brunton: Summer
- » Corporate Golf Clinics and customized client entertainment events: Toronto and Orlando
- » Junior Golf Player Development Programs

We focus on having fun while you measurably improve your golf game. Expect to learn how to hit the ball farther and more consistently and shoot lower scores. We guarantee it!

CONTACT US

If you are a committed golfer who wants to play your best golf, contact us directly at for more information and to schedule a call to discuss options and possibilities.

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henrybrunton.com

INTRODUCTION TO THE LEARNING GUIDE

It is my pleasure to present you with this *Learning Guide* to supplement your formal coaching and training program at the Henry Brunton Golf Academy.

Review the information regularly. Make notes if you wish and be sure to ask your coach to clarify anything that may not be completely understood. Thanks for entrusting us with your golf game.

Enjoy your journey to better golf!



Henry Brunton, BPE

PGA of Canada Master Professional
PGA of America Class A Professional
2025 PGA of Canada Hall of Fame



HENRY BRUNTON GOLF ACADEMY OBJECTIVES

- » To make learning the game of golf and the pursuit of improving fun.
- » To provide a relaxed and enjoyable learning environment.
- » To guide golfers on their learning journey toward their goals.
- » To instill a passion for the game in our students.
- » To get results—measurable improvement—enhance skills and lower scores.



HENRY BRUNTON GOLF ACADEMY CORE COACHING BELIEFS

- » Fundamentals first.
- » People learn at different rates.
- » Every student is unique.
- » We don't teach golf. We coach people to acquire the fundamentals and skills required to play better golf.
- » Golf cannot be taught. It can only be learned.
- » There is no best one way to swing or play.
- » Golfers are not "broken," they don't need to be "fixed," they need to improve their fundamentals and club delivery patterns to become more skillful.
- » Golfers perform their best when their minds are quiet and focused intently on where they want the ball to go before they start their swing.
- » Focusing on how to move the body while swinging or "instructing" oneself on how to hit while in the act produces constrained movement patterns and less than optimal performance.
- » Repetition is the mother of skill.
- » Golf is not one game. It is many games wrapped into one.
- » Where there are no mistakes, there is no learning evident.
- » With a structured coaching and practice program, students can learn to acquire golf skills that will transfer to the course over time.
- » Measuring and evaluating skill performance is crucial in the improvement process. "That which is measured can be improved."
- » A golfer has learned a skill when he or she can successfully execute it consistently on the course in a game.
- » Properly fitted equipment facilitates performance, improvement, and enjoyment.

THE ROLE OF THE HBGA COACH: TAKES YOU WHERE YOU WANT TO GO



The HBGA coach takes a VIP, you, from where you are to where you want to go.

Your coach:

- » Gets to know you as a person and as an athlete, identifies your goals, and makes it all about you.
- » Focuses on establishing a plan—a roadmap—to transport you from where you are to your desired destination as a golfer.
- » Creates a professional and comfortable learning environment.
- » Conducts an assessment of your golf fundamentals and skills, recognizes strengths, and identifies your weakest links, as well as the root causes of where and why your game/ball striking/short game breaks down under pressure.
- » Works with you to set clear goals and a coaching/practice program aligned with achieving them. Creates a Player Development Plan, a specific strategy to improve and strengthen your weakest links.
- » Works with you to execute the plan through coaching and training sessions.
- » Leads and guides you through the improvement process.

- » Follows Dr. Jensen's *Four Steps to Mastery Motor Learning Model*.
- » Provides clear pictures and clear concepts.
- » Demonstrates to communicate concepts, gives feedback, and reinforces key points.
- » Makes sure your clubs fit you and your game.
- » Is aware of any physical limitations and prior injuries.
- » Appropriately utilizes technology, video, and TrackMan.
- » Keeps the learning/skills development plan on task.
- » Takes you onto the course when appropriate to test to see if the skill has transferred. Can you take it to the course?
- » Teaches and coaches the entire game: fundamentals, swing technique/club delivery, short game, course strategy and tactics, thought control/mental game, rules and etiquette, effective practice, stats collection, and performance review.

Makes learning fun!



THE OBJECT OF THE GAME

*The object of the game of golf is to put the ball into the hole
in the fewest number of strokes to shoot the lowest score possible.*

All golfers know this. However, it is common for people to lose sight of the primary goal of the game. To play your best golf, focus on ways to develop and improve your fundamentals, club delivery patterns, ball-striking, short-game, course strategy, self-management, and thought control skills. Know your strengths—play to them and keep them sharp. Be aware of your weaknesses—play away from them. Strengthen your weaknesses with practice and coaching support. Be committed to playing the game. Shoot the lowest score you can.

THE OBJECT OF THE GOLF SWING

The object of the golf swing is to move the club so that it strikes the ball in a manner that makes it finish as close to the intended target as possible.

*The ultimate judge of your swing is
the flight of the ball.*
—Ben Hogan

GOLF'S 3 ESSENTIAL SKILLS

1. Ball Control – The ability to control the direction, distance, trajectory, and spin of a golf shot.
2. Decision-Making – The thought process of selecting a logical choice from the available options.
3. Self-Management – The ability to manage thoughts, behavior, and emotions.

THE RECIPE FOR BREAKING 100, 90, 80, 70

The ability to hit greens in regulation (GIR) is a key performance metric in determining what scores a golfer shoots.

A golfer records a green in regulation when his ball has come to rest on the green in two shots or better under the par for the hole. For example, a GIR is when a player hits his ball and it comes to rest on the green in one stroke on a par three, in two strokes or better on a par four, and after three strokes or better on a par five.

Players who break 100 hit three or more GIR in a round, players who break 90 are likely to have hit five or more GIR in a round, players who break 80 hit nine or more GIR in a round, and players who break 70 hit thirteen or more GIR in a round. To shoot lower scores, learn how to hit more GIR and make fewer errors.

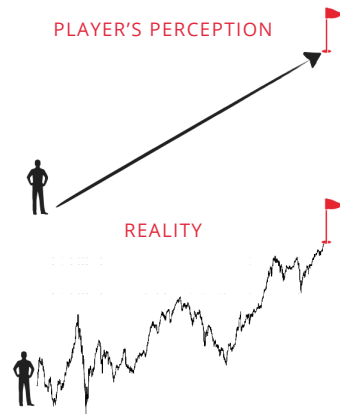
| SHOT SHOT.com | BREAK 70 | | BREAK 80 | | BREAK 90 | | BREAK 100 | |
|------------------|----------|--------|----------|--------|----------|--------|-----------|--------|
| | GOOD | ERRORS | GOOD | ERRORS | GOOD | ERRORS | GOOD | ERRORS |
| DRIVING | | | | | | | | |
| Fairway hits | 8.7 | 0 | 8 | 1 | 7 | 2 | 6 | 3 |
| APPROACH | | | | | | | | |
| GIRs | 13 | 0 | 9 | 0.5 | 5 | 1 | 3 | 2 |
| CHIP/PITCH | | | | | | | | |
| Saves | 59% | 2% | 35% | 6% | 21% | 12% | 13% | 20% |
| SAND | | | | | | | | |
| Saves | 45% | 3% | 24% | 12% | 12% | 27% | 7% | 39% |
| PUTTING | | | | | | | | |
| 1-Putts | 6 | 0.7 | 4 | 1 | 3 | 2 | 2 | 4 |

MAKING PROGRESS

Be clear on how to learn and improve your fundamentals and golf skills effectively.

Create realistic expectations. Understand and trust the improvement process. Enjoy the challenge.

- » Trust your coach. Block out “free” advice from others.
- » Stay focused on achieving your short-term goals that you and your coach have identified.
- » Be patient. Improvement takes effort and time.
- » Put in the required repetitions to develop new habits and swing patterns.
- » Be a good student. Understand how to get the most benefit from working with a coach.
- » Have a positive attitude. Encourage yourself.
- » Eliminate performance expectations during a coaching session. See it as an opportunity to learn, explore, discover, and train.
- » Structure your practice time wisely. Learn how to practice effectively.
- » Embrace the inevitable struggle and frustration involved with learning to play better golf. Stay committed to the process and follow the guidance of your coach.
- » Keep a “golf journal” to chart your improvement. Share it with your coach.



Ability is what you are capable of doing. Motivation determines what you do.

Attitude determines how well you do it.

—Lou Holtz, Hall of Fame Football Coach

WHAT SPECIFIC SKILLS DO EXPERT GOLFERS POSSESS?

Being aware of the specific skills that expert golfers possess will enable you to focus your practice and training to develop the same general competencies.

Modeling the actions and behaviors of top-class golfers will lead you in a positive direction with your golf development.

The specific skills that expert golfers possess are:

- » Sound fundamentals and an effective club delivery pattern. This enables them to strike the ball solidly, consistently, and to control it (distance, spin, and trajectory) with few errant shots that result in penalty strokes.
- » The ability to hit their tee shots consistently into scoring position. They rarely lose balls from wayward tee shots.
- » Power. Sufficient clubhead speed to reach virtually all of the greens in regulation.
- » Excellent thought control skills. This includes the ability to take control of their “internal environment” and remain in a relaxed state of concentration over the ball; a “quiet mind” present with the shot at hand only; and staying calm and focused on their target, the desired flight of the shot, and the “feel” of their swing or a simple swing cue.
- » Highly developed short game skills. They convert a high percentage of the easy up and down opportunities around the greens and make very few short game errors on the most challenging shots.
- » Skilled putters. They make the vast majority of their putts inside five feet. They have excellent green reading, line control, and speed control skills.
- » Game management and tactical skills. These enable them to challenge the course appropriately, pick high percentage targets, select appropriate clubs, minimize risk and maximize results.

COMMON MISCONCEPTIONS

Some widespread misconceptions cause golfers undue hardship.

Be aware. THE FOLLOWING STATEMENTS ARE FALSE:

- » Keep your head down. MYTH
- » Slow down your swing in the hitting area to gain control of your shots. MYTH
- » Practice diligently to develop “muscle memory.” MYTH
- » Swing the club on a straight back and straight through path to hit the ball toward the target. MYTH
- » Swing more slowly than usual when using a club with a graphite shaft. MYTH
- » Hold onto the lag as long as possible in the swing to get maximum distance. MYTH



PRE-SWING FUNDAMENTALS

GOOD GOLF STARTS WITH A GOOD SETUP

Learning and implementing sound pre-swing set-up fundamentals (grip, stance, posture, ball position, and alignment) is the foundation for success and improvement in golf.

Learning these specific fundamentals will facilitate desirable club delivery skills and long-term progress. Ignoring or violating these fundamentals outside of reasonable variances will almost assuredly lead to frustration and inconsistency.

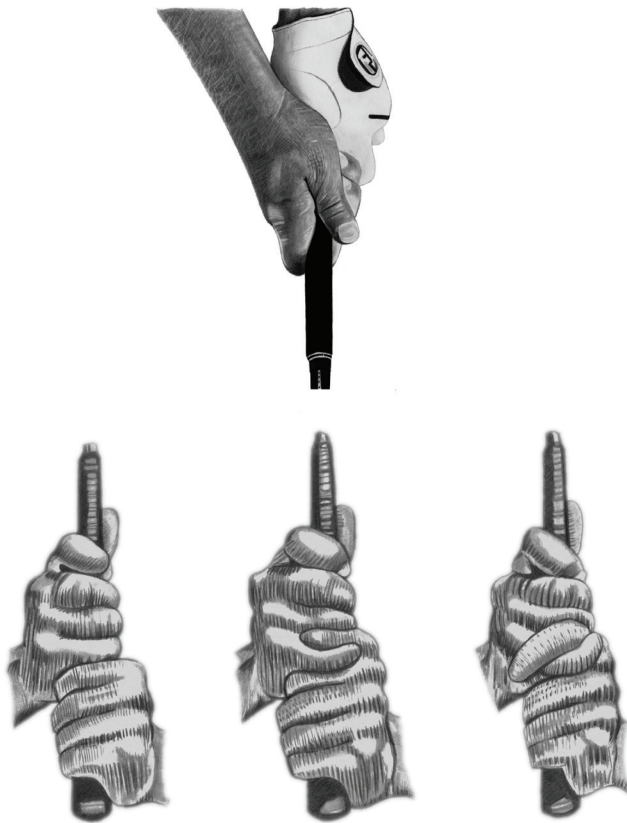
The world's best players and their coaches realize that mastering the fundamentals of the starting position is the cornerstone of excellent shots and performance. They are also aware that when trouble arises, the root of the problem often lies there. They pay close attention day-to-day to their pre-swing fundamentals, and so should you.

You will make progress if you study the information presented. Make sure that you understand it fully. Work with your HBGA coach to develop a fundamentally sound set-up by doing prescribed drills at home, in front of a mirror, and on the practice tee.

THE GRIP – KEY POINTS

- » Join your hands on the club so that they work effectively as a unit.
- » Make sure you hold the club in your fingers, not in your palms.
- » The overlapping grip, the interlocking grip, and the baseball grip (ten fingers) are all equally valid. Experiment to discover the one that is best for you.
- » Hold the club securely with the last three fingers of the top hand. It keeps the club stable through the impact zone.
- » Rest the club in the middle two fingers of your bottom hand to get maximum speed.

- » Make sure to secure the club in the crook of your bottom hand. The “trigger” is an essential aspect of a sound grip.
- » If you have yet to master a sound grip, use a “grip trainer” to establish desirable habits.



THE STANCE

The function of the stance is to provide the golfer with a solid base—a foundation from which to shift weight and create maximum power in the swing while maintaining balance.

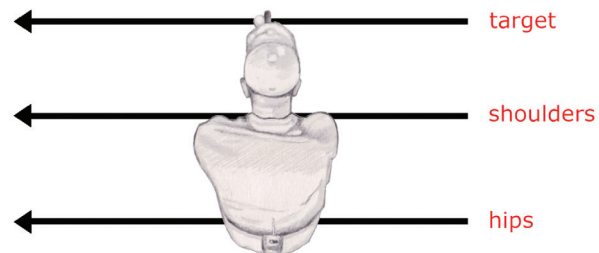
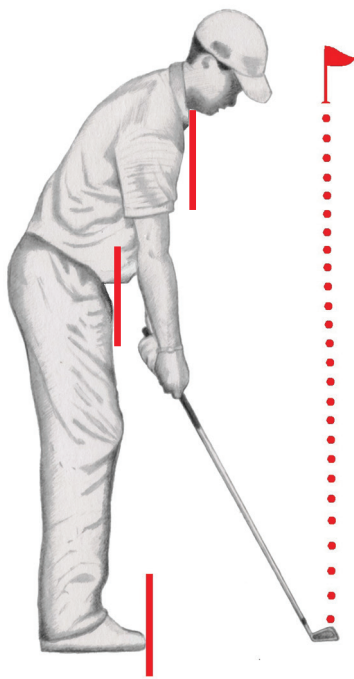
- » Your feet should be about shoulder-width apart.
- » Stacking your joints (shoulders, hips, knees, and feet) on top of each other like an Olympic weightlifter enables you to recruit maximum force and power.
- » The back foot should be about square to the target line to restrict the backswing.
- » The front foot can be turned out about a 1/4 turn to enable the weight to be transferred efficiently onto the front foot on the downswing.
- » A proper stance will give you the feeling that you are rooted in the ground yet able to move and shift weight with power.
- » Grip the ground with your feet so that you create speed.
- » Don't overlook the importance of high-quality golf footwear that provides maximum traction and stability. It's vital for performance.



ALIGNMENT

Effectively aligning your body and clubhead is a crucial set-up fundamental.

Position your feet, shoulders, and hips all about parallel left of the intended starting line target. Aim the clubhead directly at the intended starting line target. A correct alignment set-up position enables you to develop efficient club delivery patterns so that you have consistently centered contact, maximum power, and ball control.



- » Clubface first! Set-up with the clubhead square. Point it directly onto your intended starting line target.
- » Position your feet, knees, hips, and shoulders all about parallel left of the intended starting line.
- » There is room for personal preference with alignment. Don't obsess over trying to be perfectly square. Find what gives you the best results and confidence. Be careful not to be too unorthodox.
- » Practice with alignment sticks on the ground to groove desirable clubface and body alignment patterns that produce your best shots and give you confidence.

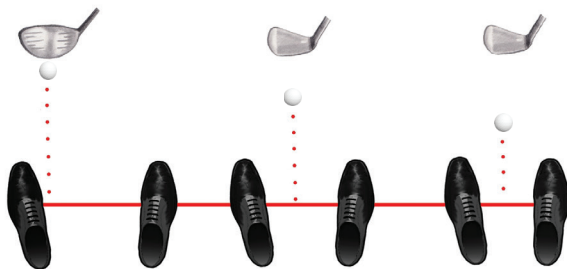
BALL POSITION

Ball position has a direct influence on club delivery at impact and the ensuing distance, trajectory, and spin of the golf shot.

There is no precisely perfect ball position for everyone. Use the information outlined and illustrated below to understand ball position fundamentals and then implement them into your set-up position. Be aware that the correct ball position is about both the position of your feet and your sternum for each club.

For full shots, regular trajectory:

- » The driver, which is the longest club, should be positioned approximately in line with the front heel/toe to facilitate an upward strike on the ball. The sternum is set up considerably behind the ball with the driver to promote an upward hit.
- » As the clubs decrease in length, your stance will narrow slightly. You move closer to the ball to accommodate the different club lengths.
- » The ball position starts about opposite the front heel for a driver and progresses gradually back in the stance to about the center of the stance with a wedge.
- » The sternum starts considerably behind the ball with a driver. Its position moves closer and closer to the ball as the clubs get shorter.



- » When using a sand wedge (shortest club), the stance is the narrowest, and you stand closest to the ball. The ball is in line with about the middle of the stance and the sternum is positioned approximately in line with the ball.

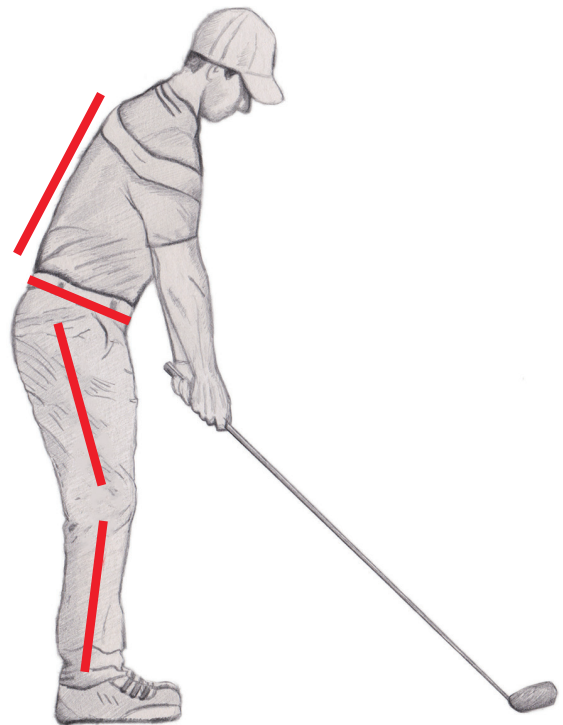
- » There is no perfect ball position for everyone. However, all golfers should strive for ball position fundamentals close to the accepted norms as illustrated.

BODY POSTURE

Position the body so that you can move athletically, powerfully, and be in control throughout the swing.

Excellent body posture allows you to be explosive and agile without compromising balance.

- » Assume the “ready position” over the ball, as in other sports.
- » Let your arms hang naturally.
- » Chin up, not buried in your chest.
- » Relaxed and athletic body tension, not stiff or tight.
- » The buttocks should be out past the heels by a few inches. Feel as though you are squatting slightly.
- » Knee flexion to enable the weight transfer and clubhead speed generation.
- » The upper body bends over the hips with the spine in an athletic position and on a slight angle, not vertical.
- » The left elbow points directly to the left hipbone and the right elbow points to the right hipbone.



SHOT ROUTINE

The purpose of a shot routine is for the golfer to have a process to consistently get into the optimal position both physically and mentally to execute a successful golf shot.

A sound shot routine can be a six-step process. It should not take more than twenty seconds to complete a shot routine.

- Step #1:** Assess the shot and situation—lie/distance/wind/hazards.
- Step #2:** Make a decision, select a club, pick a target.
- Step #3:** Focus your attention on where you want to hit the ball. Imagine/picture/feel the shot in your mind's eye.
- Step #4:** Place your clubface (aim it at the starting target line) and move your body into position (aligned about parallel left of the intended starting target line).
- Step #5:** Focus on hitting the shot as you imagined. Use a swing thought/cue if you like. Hit the shot, be as athletic as possible, and finish in balance.
- Step #6:** Post-shot accept the result of the shot, good or bad. Reserve judgment until after the round. Stay positive and move on to planning your next shot.

Develop a shot routine and develop a consistent approach for executing each golf shot one at a time. Focus on the shot at hand only, physically and mentally.

Focus on executing your shot routine. It will enable you to minimize distractions, access your subconscious, and play your best golf.

FORGET-ME-NOTS

Practice makes permanent. Perfect practice makes perfect.

- » Practice with a grip trainer to learn excellent grip habits quickly and permanently.
- » The top hand controls the clubface. Grip it securely with the last three fingers.
- » The bottom hand transfers power to the clubhead. For maximum distance, hold the club in the fingers of your bottom hand, not the palms.
- » A stable base is critical in creating clubhead speed. Stand up over the ball like an athlete in “ready position,” keeping your weight on the balls of your feet.
- » Always pay close attention to clubface aim, ball position, and body alignment when you practice. Use alignment sticks whenever you can.
- » Develop a pre-shot routine that sets everything in place before every shot.
- » Commit to your shot, calm yourself over the ball, focus on hitting it to your target, attach a simple swing cue/key if you like, and then hit the shot and let the magic happen.



THE IMPORTANCE OF PROPERLY FITTED EQUIPMENT CLUB FITTING

It is imperative to have golf equipment that fits—proper length, weight, clubhead design, lie angle, lofts, shaft flex, grip size, and set composition.

Clubs that fit enable you to develop sound fundamentals and desirable swing patterns. Your fundamentals and swing technique will be compromised if you practice and play with clubs that don't fit. Your HBGA coach will assess all of the clubs in your bag and provide you with feedback and professional guidance.

We have a world-class club fitting program that utilizes Titleist balls, TrackMan radar technology and the full line of fitting test clubs/shafts from golf's leading manufacturers.



DR RICK JENSEN'S "4 STEPS TO MASTERY" MOTOR LEARNING/ SKILLS ACQUISITION MODEL

Dr. Rick Jensen has created the 4 Steps to Mastery model—an illustration designed to help coaches and students understand motor learning and skills acquisition science in an applied golf context.

The 4 Steps guides coaches and students to follow the recommended actions required to make fundamental swing changes that transition effectively from the practice tee to the golf course.

Note that making changes to fundamentals/swing technique takes significant time and effort. Stick with learning and improving one skill at a time. Expect this process to take a minimum of twenty hours. Trust the process. Your coach will support your training across all four steps until you have sufficiently learned the skill and can execute it consistently under pressure on the course. Build your fundamentals and game one brick at a time. ►



4 STEPS TO MASTERY

STEP #1 - UNDERSTANDING CAUSE AND EFFECT CONCEPTUALIZATION PHASE

- » The coach and the student identify the fundamental/skill to improve.
- » The coach provides the student with the concept of the desired pattern or change and compares/contrasts it to their current pattern.
- » The coach communicates via demonstration, video feedback, pictures, feedback from technology, etc.
- » Once the student completely grasps the concept, move to Step #2.

STEP #2 - SUPERVISED PRACTICE ACQUISITION PHASE

- » The coach prepares the learning and training environment.
- » Structured learning activities and drills are supervised and guided by the coach.
- » The student learns by doing with focused repetitions and specific feedback.
- » The coach/student work together on Step #2 to develop the change/new pattern without game conditions.
- » The coach prescribes practice activities for the student.
- » When the athlete can perform/exhibit the skill/change consistently well in a practice environment without game conditions, then it is time to move to Step #3.

STEP #3 - TRANSFER TRAINING

TRANSFER PHASE

- » The student takes the new pattern onto the course to test it in the real environment.
- » The coach observes and applies stress to the skill to see how it performs under game conditions (e.g., pressure, scoring, hazards).
- » If the new pattern does not hold up under game conditions, return to Step #2 for more training and feedback.
- » If the golfer can perform the skill under the stress of game pressure, then move to Step #4.

STEP #4 - PLAY

AUTONOMOUS PHASE

- » The student takes the new pattern/skill onto the course.
- » The student puts it into their game, trusts it, can do it without conscious thought.
- » The new pattern is now the dominant motor pattern, it becomes natural.
- » Focus on playing the game. Shoot the lowest score possible.

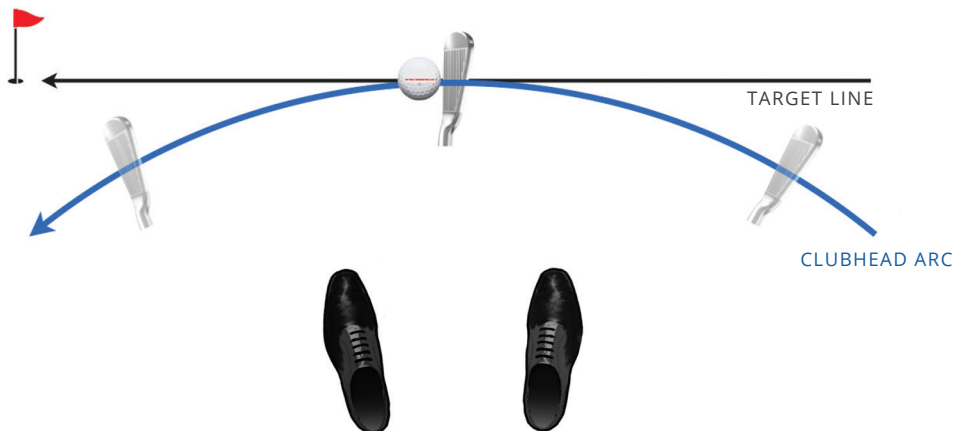
CRITICAL GOLF SWING AND BALL FLIGHT CONCEPTS

The purpose of the golf swing is to move the club so that the clubhead strikes the ball in a manner that makes it finish as close to the intended target as possible.

The ball only goes where the clubhead instructs it to go. The ball responds to the “message” it receives at impact from the golf club.

The variables of clubhead speed, face angle at impact, club path, centeredness of contact on the face, and the angle of approach all factor into how the ball flies and where it ends up—distance, trajectory, curvature, and spin.

Be clear on the ideal golf club delivery pattern. Work with your HBGA coach to develop the most similar pattern to that as you can.



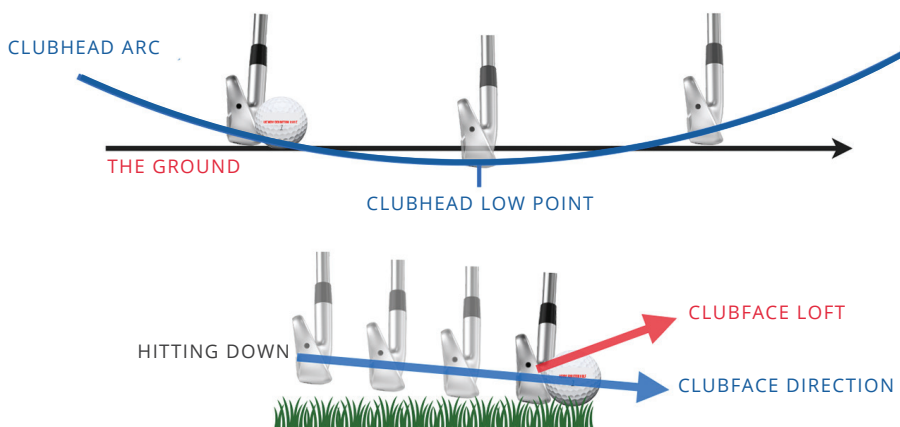
Understanding club delivery patterns and how it affects ball flight will enable you to effectively problem solve and make adjustments to get better results.

See the information below. Your HBGA coach will review this with you to make sure that it is understood and clear. Don't be reluctant to ask questions. The golf swing and ball flight concepts can seem contradictory and counterintuitive.

HITTING DOWN

*Strike down on the ball to get the ball up in the air
with your irons, hybrids, and fairway metals.*

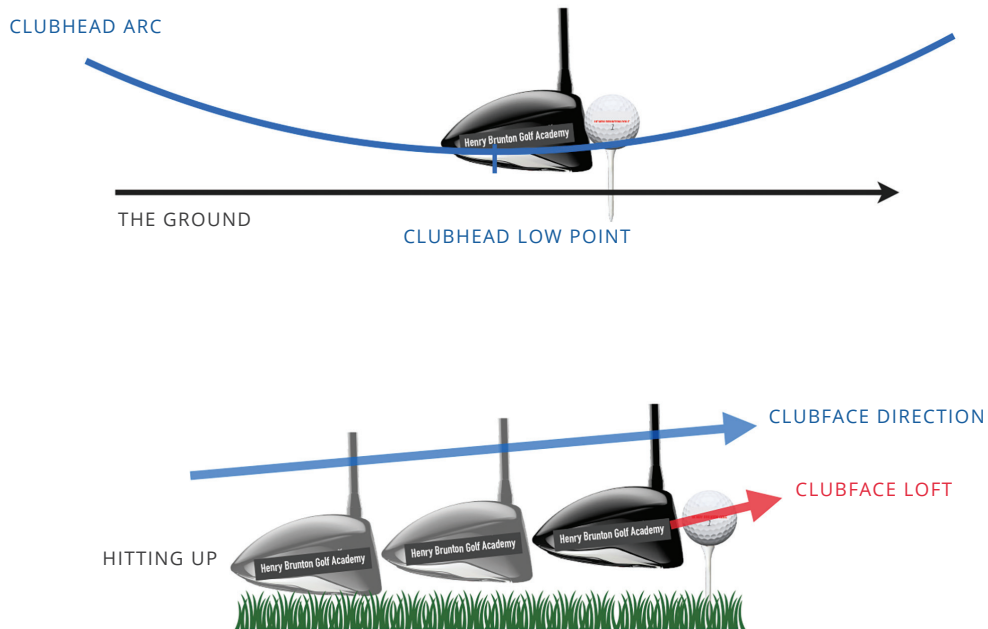
- » Learn to strike down on the ball, the leading edge of the clubhead strikes the ball below its equator.
- » The ball gets compressed at impact, it slides and rolls up the clubface creating backspin, which provides lift to the ball.



HITTING UP ON THE DRIVER FOR MAXIMUM DISTANCE

Driver ideally moves up and through the ball at impact.

- » Creates optimal conditions for maximum distance.
- » High take-off trajectory. High launch angle combined with low spin makes the ball travel its farthest.

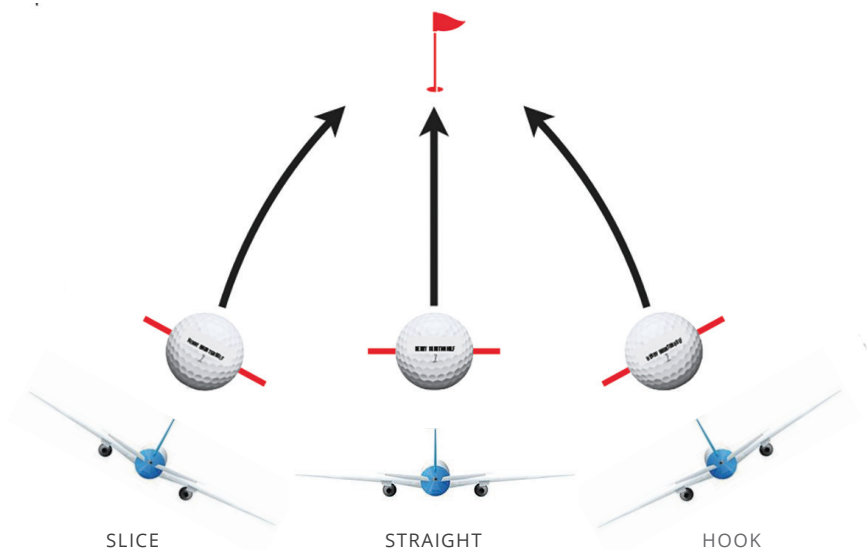


BALL FLIGHT LAWS

The flight of the ball—its distance, starting direction, curvature, trajectory and spin—are all a result of the clubface delivery to the ball at impact.

Having a clear understanding of the ball flight laws will enable you to be a practical problem solver when you practice and play. By observing the flight of the ball, you will be able to make adjustments in your set up and modifications in your swing/club delivery pattern to get more desirable results.

Golf balls move in the air like an airplane. They can fly straight, they can tilt (turn) left, or they can tilt (turn) right. Contrary to popular belief, golf balls do not fly with sidespin. The amount that a golf ball turns (tilts) in flight is a result of the clubface/club path relationship to the ball at impact.



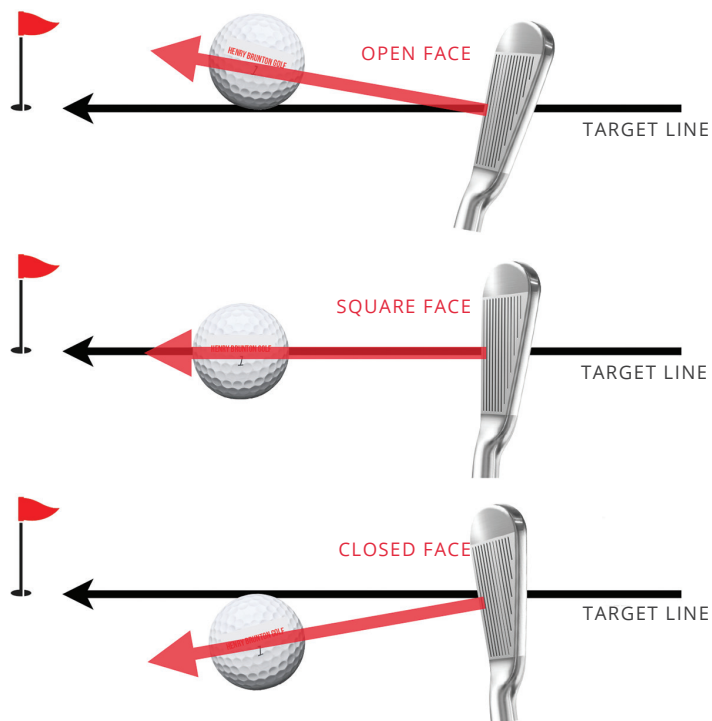
THE CLUBFACE SENDS IT!

The initial starting direction of a golf shot is predominately due to where the clubface points at impact.

If your ball starts on your target line, the clubface was pointing straight.

If your ball starts to the left of the target line, the clubface was pointing left at impact.

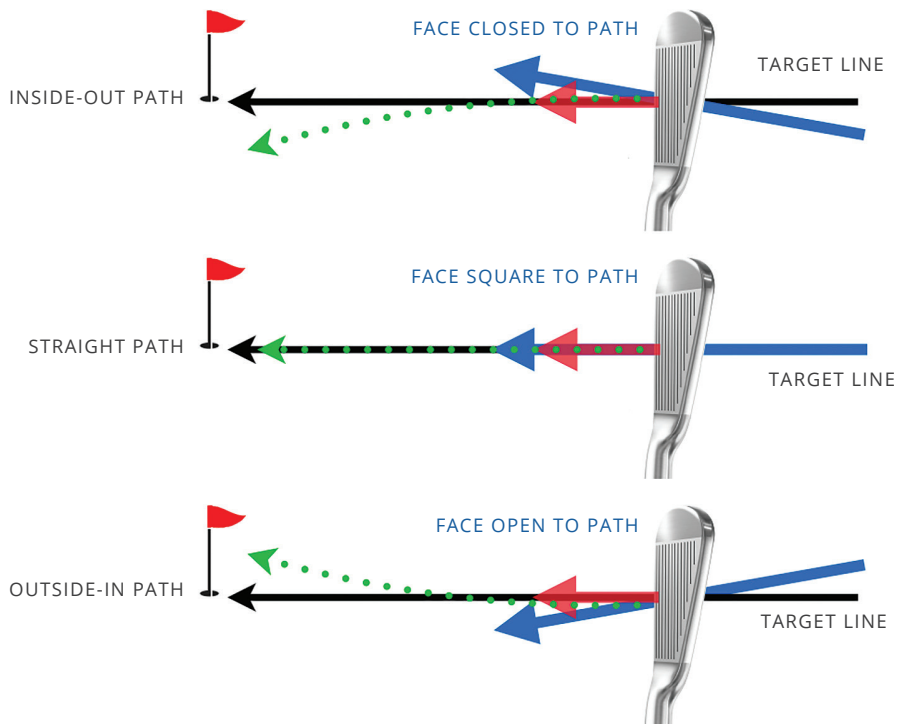
If your ball starts to the right of the target line, the clubface was pointing right at impact.



THE CLUB PATH BENDS IT!

The curvature of the ball—how much it hooks or slices—is determined by the difference between the clubface and the club path.

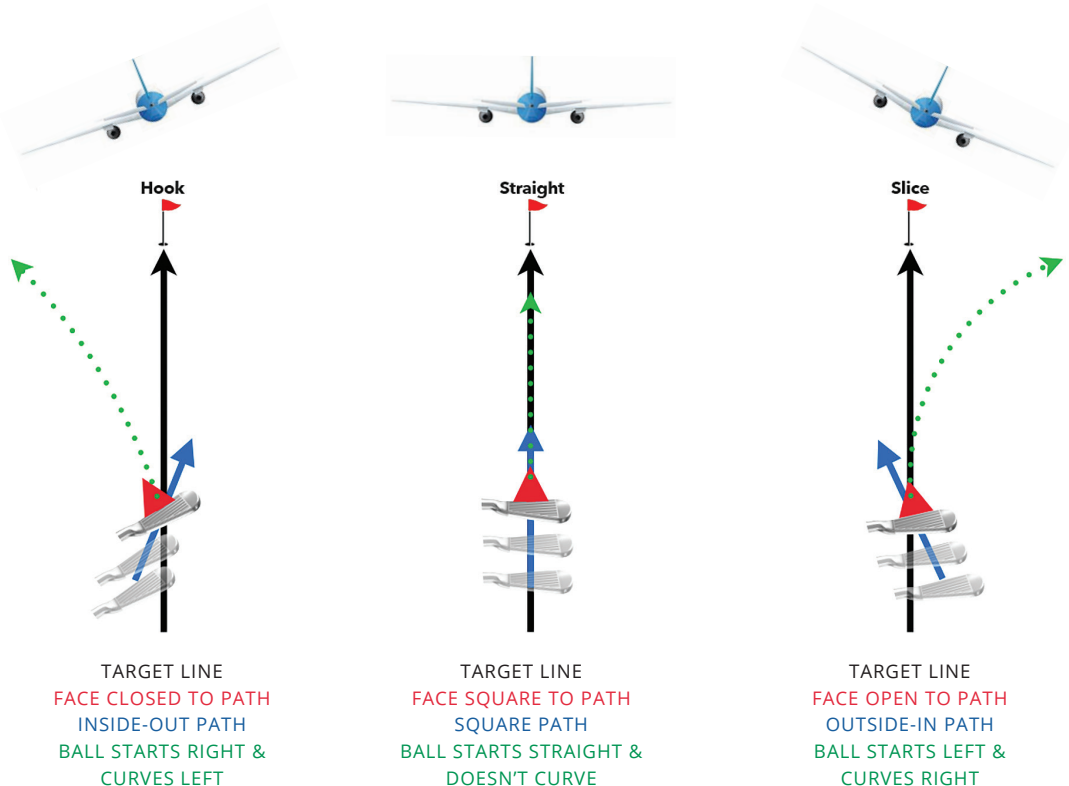
The bigger the difference between the clubface and the club path, the more the ball will bend and curve in flight.



THREE BASIC BALL FLIGHT PATTERNS: STRAIGHT SHOT, SLICE, AND HOOK

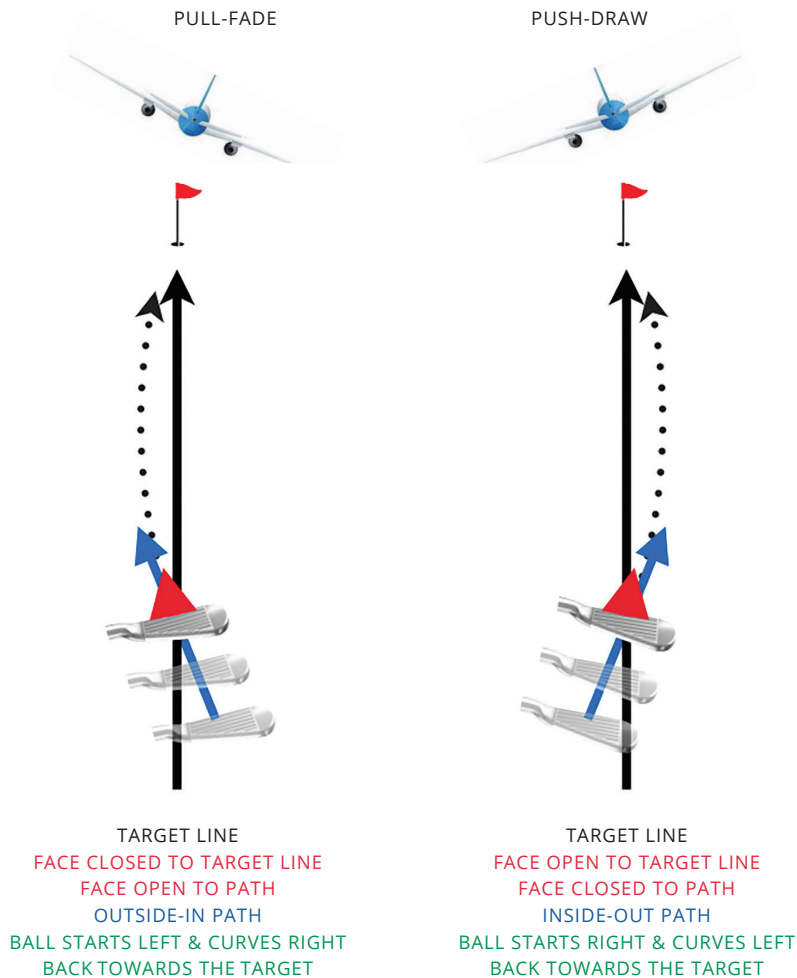
The difference between where the club points at impact and the club delivery path creates the curvature in the ball flight.

The red arrow illustrates the clubface position, the blue arrow represents the club path, and the broken green line shows the ball flight. The clubface (red arrow) sends it. The club path (blue arrow) bends it.



PROPER DRAWS AND FADES

The ball curves back toward the intended target.



DRIVING, THE MOST IMPORTANT SKILL

KEYS TO SUCCESS

Hitting a driver, tee shots, is the most important facet of the game.

If you drive the ball consistently solid and into scoring position (fairway/light rough) with minimal errors, you can shoot a low score. If you hit your tee shots too short, too crooked, and consistently in trouble (heavy rough/in the trees/sand/water), you will likely shoot high scores and be frustrated.

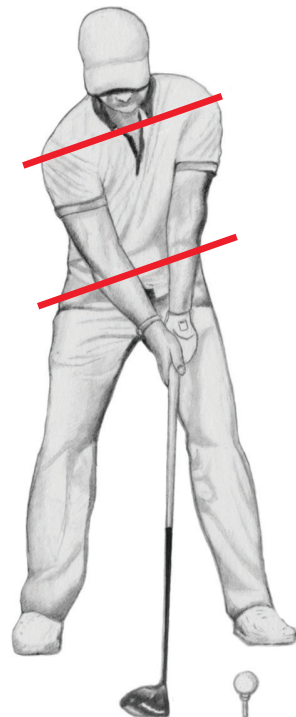
It is critical to understand and learn to employ the unique set-up fundamentals and club delivery patterns required to hit excellent tee shots.

KEYS FOR DRIVING

Hitting the driver has its own unique fundamentals and club delivery patterns.

See the information below. Work with your HBGA coach to develop tee-shot skill and confidence.

- » The driver is uniquely designed to strike the ball off a tee that is above the ground. It requires a full swing with an ascending delivery pattern.
- » Set-up to get maximum driver distance and performance.
- » Lead shoulder and hip are tilted up significantly in the starting position for tee shots.



- » Weight distribution at address favors the back foot. Pre-setting 70% of the weight on the back foot creates explosive movement pattern potential, the ability to push off and up through the ball.
- » Hit the ball on the sweet spot the maximum distance possible.
- » Make sure that your driver/shaft/ball combination fits correctly and performs optimally for you.
- » Your HBGA coach will support using Trackman and fitting test equipment and balls.



EFFECTIVE PRACTICE

Come to a practice session with a clear plan prescribed by your HBGA coach. Follow it.

- » Be intentional on precisely what you need to do to improve and groove desirable fundamentals and club delivery patterns.
- » Be deliberate with your practice. Stay committed and focused. Resist the temptation to get scattered and try random new things that are not part of your improvement plan.
- » Don't try to do too much. Build your game one brick at a time.
- » Minimize distractions. Get into a quiet space alone. Focus. Don't use earphones or talk to your neighbors.
- » Perfect practice makes perfect. Set up a training station as per the directives of your coach.
- » Respect the importance of focused repetitions. Repetition is the mother of skill. Both the volume and intensity are critical in the skills acquisition/improvement process. The harder that you work the "luckier" you will likely be!
- » Have a great attitude. Expect mistakes. Encourage yourself. Engage in positive self-talk.
- » Don't worry about what you are doing "wrong," instead stay committed to developing sound fundamentals and club delivery patterns. Be ever clear on the concepts of what you are endeavouring to accomplish.
- » Pay close attention to the flight of the golf ball. It is your teacher. The feedback from how it flies will enable you to problem solve and make appropriate adjustments effectively.
- » Be athletic and natural. Golf is a sport. Be careful to not fall into the trap of being too mechanical. Don't be fixated on the minutiae of how to swing while you are hitting. Discover and use simple cues/thoughts that work for you.

- » Take short breaks when necessary. Recognize when your focus and attention wane.
- » When transferring skills, train on the course whenever possible. There is no better place to practice or simulate conditions than actually being on the course.
- » Keep a written journal of your practice activities to monitor performance. Share this information with your HBGA coach.



PSYCHOLOGICAL CONSIDERATIONS

*My dad always told me that everything you do in golf is a picture.
I just hit to the picture.*

—Tiger Woods, 15-time Major Champion

*Golfers should not consciously think about how to move their bodies
and swing the club before and during their swing.*

Focusing on how to move your body and your technique while you are hitting seems logical. However, it leads to unintended consequences—constrained and inefficient movement patterns that cause errors. Stop doing this!

You will learn golf skills effectively and perform your best when you shift your attention away from how to move your body and the minutiae of your swing technique onto where you want the ball to go. Just like an expert basketball free-throw shooter, the golfer should follow a set-up routine: Relax over the ball, get comfortable and calm, picture a successful shot and then swing.

Don't overthink it! Keep swing thoughts/cues simple and to a minimum. Always make sure that any cues are tied together with a focus on hitting the ball to your target. Don't think too much about your swing! Instead, imagine the shot that you want to hit and then hit to that picture.

*I am certain that there can be no freedom and no natural swing in hitting
the golf ball if the mind is occupied by instructing the body.*

— J.H. Taylor, 1904, 5-time British Open Champion

THE SHORT GAME

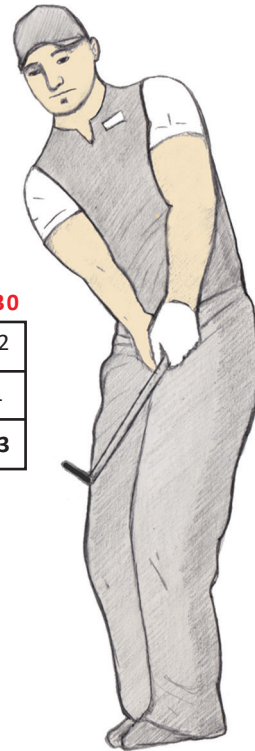
All shots hit from fifty yards and closer to the hole make up the short game.

Be aware of the fundamentals, club delivery patterns, and concepts for each short game skill—putting, chipping, pitching, and greenside sand play.

Work with your HBGA coach to develop a solid short game. It's the secret to consistency and success in playing the game.

The information below, courtesy of Peter Sanders/President of Shot By Shot, shows how many short game shots on average male golfers from different handicap groups hit in a round of golf.

| Handicap | Tour | 0-2 | 3-5 | 6-9 | 10-14 | 15-19 | 20-24 | 25-30 |
|--------------|------------|------------|------------|------------|-----------|-------------|-------------|-------------|
| Chip/Pitch | 5.7 | 5.5 | 6.4 | 7.3 | 8.3 | 9.4 | 10.4 | 11.2 |
| Sand | 1.6 | 1.2 | 1.3 | 1.5 | 1.7 | 2 | 2 | 2.1 |
| TOTAL | 7.3 | 6.7 | 7.7 | 8.8 | 10 | 11.4 | 12.4 | 13.3 |



PUTTING SKILLS

Putting skill is essential to playing your best golf.

Putting is the second most important skill facet of the game after driving/tee shots. About 40% of all strokes for all levels of golfers are putts. There are three skills in putting:

1. Line Control – The ability to start the putt on your intended line. Practice using a yardstick to build line control skill.
2. Speed Control – Controlling where the ball finishes relative to the hole. For long putts, putting the ball to within 10% of its original starting distance is considered excellent, i.e., fifty-foot putt finishes five feet or closer to the hole. Putts that have one-foot-past-the-hole speed have the highest probability of going in.
3. Green Reading – Predicting the path/speed/line of the putt from the putter to the hole.

| Handicap | Tour | 0-5 | 6-10 | 11-15 | 16-25 |
|---------------------|------|-----|------|-------|-------|
| 50% Make (ft.) | 8 | 7 | 6 | 5 | 4 |
| 2.0 Distance* (ft.) | 35 | 25 | 22 | 18 | 15 |

*Average is 2.0. One and three putts exactly offset each other.



KEYS TO PUTTING EXCELLENCE

Be aware of the fundamentals and concepts listed below and incorporate them into your putting game.

Develop a putting technique that enables you to consistently hit the ball on your chosen starting line with optimal speed.

- » It's imperative to have a putter that fits—appropriate length, lie, and loft—using sound fundamentals, stroke pattern, and efficient ball roll.
- » Position the ball about opposite the front heel in your stance.
- » Sole the putter flat on the ground at address, which is essential for solid contact.
- » Aim the clubface to your intended starting line and point the putter directly looking where you want to start the ball.



- » Let your eyes rest on the back of the ball; the best position for the eyes to be.
- » Deliver the shaft slightly forward of the putter head when you strike the ball for ideal impact.
- » Hit slightly up on your putts for optimal roll.
- » Swing the putter with your shoulders, keeping your hands and wrists inactive.
- » Let the putter swing freely on a slight arc with a smooth tempo through impact. Hold the finish until the ball stops rolling.
- » Putt the ball so that it will finish about one foot past the hole if you miss. This speed gives the ball the highest probability of going in.
- » Endeavour to leave yourself as many uphill putts as possible. Uphill putts are the easiest to make.

- » Develop a putting routine and follow it on each putt.
- » Read the putt. Predict the line and speed required to hole the putt: Will it roll straight? Fall left? Fall right?
- » Visualize the ball going into the hole with the optimal speed in your mind's eye before you putt.
- » The last look at the target is critical. Stare at the target. Hold your gaze on your intended target for three seconds before initiating the stroke.
- » Don't think of your stroke technique when you are putting. Be fully committed to rolling the ball with the optimal speed to your chosen target—putt to the picture on your mind's eye—and imagine the ball going in!
- » Get in the habit of knocking all of your "easy" putts into the hole. Do not accept "gimmes."

CHIPPING

A chip shot is a short shot played within a few yards of the putting green.

A short swing works best to pop the ball out of the grass. It's a low shot: The ball only gets in the air briefly, stays below knee height, lands ideally on the green, and hits the ground rolling toward the hole like a putt. Chip shots are played almost exclusively with wedges.

- » Position the ball behind the middle of your stance.
- » Place your hands ahead of the ball (leaning on the target side) in the starting position. Maintain this stance and stay there throughout the stroke.
- » Keep your hands and wrists inactive for this shot. They should never "flip" when chipping.
- » Strike the ball with a descending blow. Brush down and through the ball and grass.
- » Point the clubface directly toward your intended target line when you follow through. Hold your finish until the ball stops.

- » Choose a lofted club that matches the desired trajectory and roll for the shot.
- » Imagine how you want the ball to land and roll. Create an image of a successful shot in your mind, then try to execute the shot that you have pictured.
- » Endeavour to hole every chip; don't just try to get it close.





PITCHING

A pitch is a shot from ten to fifty yards from the putting surface.

Pitch shots fly higher and farther than chip shots, are shoulder height, and above trajectory. The length of the swing required to execute a pitch shot is very similar to a full swing. It is a shot played with a high-lofted wedge where there is a smooth weight shift and transfer, the wrists hinge and unhinge, and you finish in balance on your front foot.

PITCHING FUNDAMENTALS

- » Place the ball near the center of your stance.
- » Position the hands about in line with the ball.
- » The backswing and through swing should feel smooth throughout with no noticeable acceleration through impact.
- » Allow your weight to shift. Be graceful and “soft.”
- » Strike slightly down and through the ball. Trim the grass under the ball.

THE GREENSIDE SAND SHOT

The greenside sand shot is the only shot in golf where the club never actually touches the ball.

The golfer takes a full-swing motion like a pitch shot, the club enters the sand behind the ball, it moves directly under the ball to displace it, and sends it out of the sand bunker onto the green. Be sure that you employ the correct set-up fundamentals and club delivery patterns listed on the following page.

With coaching and practice, you will learn to hit the ball consistently out of the sand onto the green.



SAND PLAY SUGGESTIONS

- » Place the ball forward in your stance about opposite front heel.
- » Dig your feet into the sand slightly to establish a stable base.
- » Open the loft of the club and aim the grooves directly at the target. This gets the club in position to function as designed, to slide through the sand.
- » Set up with your hands behind the ball.
- » Grip the club lightly.
- » Make a full swing motion. Move your body fluidly with a smooth rhythm.
- » Allow your wrists to hinge and unhinge like a regular full swing, let your weight transfer, and finish in balance on your front foot.
- » Don't pay attention to the ball for this shot. Instead, focus on sliding the club through the sand directly under the ball.
- » Develop a sand shot routine where you make a rehearsal swing in the grass outside of the bunker, walk into the bunker, set-up to the ball, visualize the shot and your club delivery through the sand, and then execute the shot.

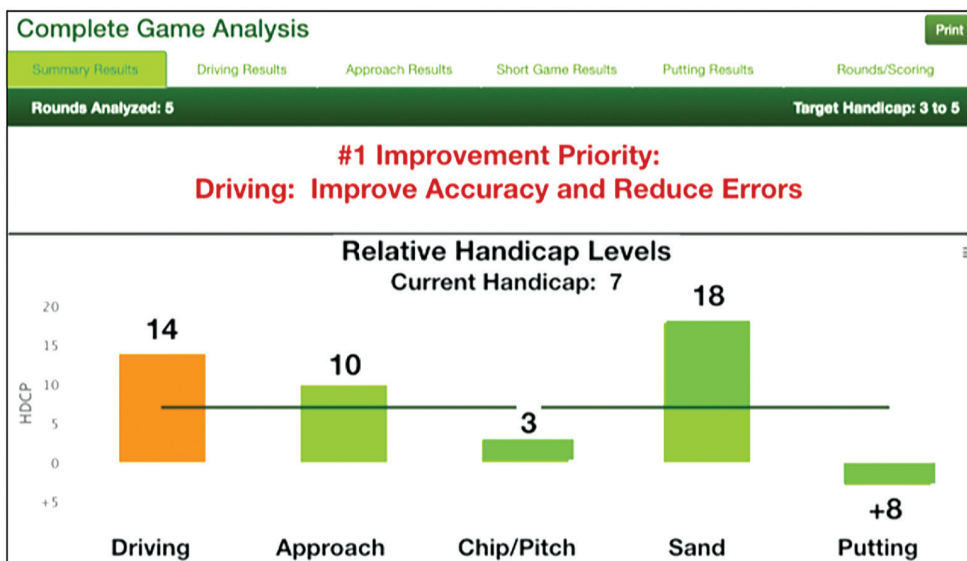


STATISTICAL ANALYSIS AND PERFORMANCE REVIEW

Henry Brunton Golf Academy has been using ShotByShot.com since 1994.

Shot by Shot is the industry-leading golf analytics program. HBGA students and coaches benefit from the feedback that Shot by Shot provides, including: strokes-gained analysis for each facet of the game, accurately identifies the student's strengths and weaknesses, and provides comparative data to the desired handicap level.

Peter Sanders, Founder and President of Shot by Shot, is an advisor to HBGA. He guides and supports our player development process. All of our students enjoy full Shot by Shot membership access.



HOW YOU SHOULD TRAIN FOR GOLF STRENGTH AND CONDITIONING

It is important to get clearance from your family physician before beginning any strength training and conditioning program.

We recommend that you get an evaluation from a Titleist Performance Institute (TPI) Certified Trainer. They are trained experts who will establish a golf-specific strength and conditioning program customized for you.



NUTRITION AND HYDRATION

The Titleist Performance Institute website, mytpi.com, has an outstanding “library” of golf nutrition and hydration information.

Dr John Berardi’s site precisionnutrition.com is excellent. There is an online forum where you can ask questions and interact with others who have similar interests and queries.

OUR COACHES

PGA CERTIFIED COACHING SPECIALISTS

*Henry Brunton Golf Academy coaches are outstanding people.
They love the sport of golf and helping others improve.*

In addition to their PGA Certification, HBGA coaches have been trained and certified by Henry Brunton to deliver best-in-class golf coaching and custom club-fitting services. HBGA coaches are full-time teaching and coaching specialists who apply the principles of motor learning and skills acquisition science to golf learning and training.

Your HBGA coach will help you develop sound fundamentals, effective swing technique, and skill in all aspects of the game so that you can play on the course with confidence, shoot lower scores, and enjoy your golf experience to the fullest.



WHAT MAKES US DIFFERENT OUR PROCESS AND YOUR 1ST SESSION IS FREE!

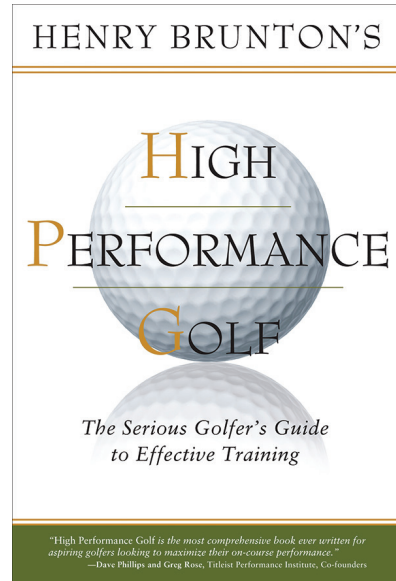
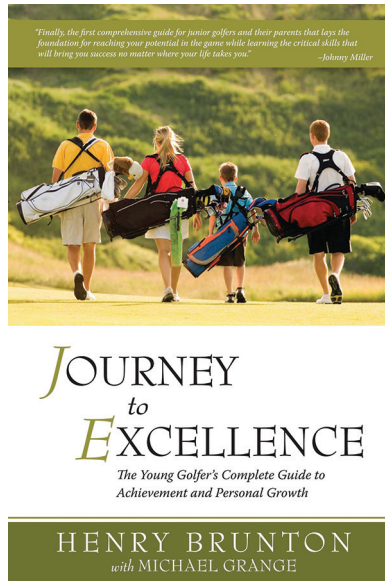
Henry Brunton Golf Academy coaches are focused on developing long-term relationships with committed golfers.

Our coaching process is unique. The first session that we have with a student is complimentary. Our coaches take the time to get to know you and understand your specific needs and goals.

During the first session:

- » The coach thoroughly assesses your complete game by observing fundamentals and technique/performance ability in all facets of the game.
- » The coach assesses your golf equipment, mental game, and course management skills by talking to you, asking questions, and observing you hit shots with a variety of clubs.
- » Pertinent performance data is gathered through use of TrackMan.
- » The coach identifies your strengths as a golfer.
- » The coach pinpoints and prioritizes the most critical deficiencies in your game, the weakest links that need to be improved the most.
- » A *Player Development Plan* is created based on your goals and the findings of the assessment. This plan guides the learning process.
- » Coaching and practice strategies are established that align with the desired outcomes.
- » The coach and you use the *Player Development Plan* and this *Learning Guide* in future coaching and training sessions.

OTHER BOOKS BY HENRY BRUNTON:



[Available at Amazon.com](https://www.amazon.com)

PROFESSIONAL BIO

HENRY BRUNTON, BPE



- » PGA of Canada Master Professional
- » PGA of Ontario Hall of Fame
- » PGA of Canada Hall of Fame

Born in Ottawa, Henry Brunton began his golf journey at twelve years old in Kemptville, Ontario, dedicating his life to improving the game for everyone. As a PGA of Canada Master Professional and University of Ottawa graduate, Henry is a recognized global leader in golf coaching and PGA coach education. He created the PGA of Canada Teaching and Coaching Certification Program and led the development of the Golf Canada Long-Term Player Development Guide. He has authored two best-selling books and been a keynote speaker at major golf conferences worldwide, including the PGA of America Teaching Summit and the World Scientific Congress of Golf in Australia.

Henry has won a career grand slam of PGA of Canada national awards: Junior Leader of the Year (2011), Professional Development Award (2012), Teacher of the Year (2016), and Coach of the Year (2018). He received international recognition with the PGA's of Europe 5 Star Professional Award, *GOLF Magazine* Top 100 Teacher in the USA- Lifetime Status, *Golf Digest* Best in Country, and Top International Teacher. In 2013, Henry was the first golf coach to receive the Andy Higgins Award for Lifetime Achievement from the Coaches Association of Ontario. In 2024, he was inducted into the PGA of Ontario Hall of Fame, and in 2025, into the PGA of Canada Hall of Fame.

From 1999, Henry served as Golf Canada's first National Men's Coach for over a decade, supporting players who became PGA Tour stars like Graham DeLaet, Nick Taylor, Adam Hadwin, Corey Connors, Adam Svensson, Taylor Pendrith, and Mackenzie Hughes. His teams won silver medals at the World Junior and World Amateur Championships, and he coached sixteen NCAA All-Americans and two NCAA DI Champions.

Since 1999, Henry has operated the Henry Brunton Golf Academy with his wife, Rhonda Fleury, PGA, in Ontario and, since 2015, in Orlando, Florida. In 2021, he was elected a Class A Member of the PGA of America.



THANKS TO OUR PARTNERS FOR
THEIR SUPPORT



WORLD CLASS GOLF COACHING
ENJOY MORE CONSISTENCY
INCREASE YOUR DISTANCE
SHOOT LOWER SCORES!



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