

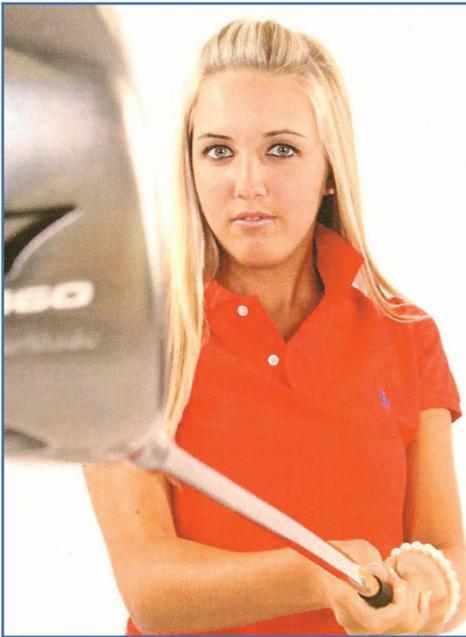


PERFORMANCE  
IN MOTION

## SUCCESS STORY

### CUSTOMER CASE STUDY

#### Golf & Sports Performance



*“Dan gave me the key to unlock the player I have always been, which paved the way for me to excel at the next level of competition.”*

*– Kelly, Division I Golfer and Team Captain,  
Montana State University*

### Swinging Freely

A talented golfer strengthens her inner game in high school to realize her true potential in college.

#### CHALLENGE

Since first picking up a club at a very young age, Kelly showed incredible potential as a golfer. Her physical ability was natural, with a grip, stance and swing that were sound from the start.

Kelly had been diligent and disciplined about the game for more than a decade, and had become one of the top high school golfers in Minnesota. But eventually her game began to regress. Her scores worsened and stalled in the high 80s, which everyone knew was nowhere near where she was capable of scoring.

Kelly’s swing seemed less fluid, and her temper flared easily. Her body language was negative. “I couldn’t let go of the bad shots, and then I started to react to them even before they happened,” she said. “The harder I tried in practice, the worse I was playing when it counted. I felt incredible pressure at all times.”

These issues with golf were also beginning to impact Kelly’s self-esteem in general, leading to difficulties with family and friends off the course.

#### SOLUTION

Kelly learned about a unique Twin Cities-based coaching program that had worked wonders with other golfers and athletes struggling with their games. The program, called Performance In Motion and lead by award-winning PGA golf and performance coach Dan DeMuth, was different in its strong emphasis on the mental side.

“Without the proper focus and visualization, even players with perfect mechanics will not consistently play at their potential,” DeMuth said. “There is such an obvious mind-body connection in golf. I have always been surprised by how little time gets spent practicing control over what is going on inside our heads, which I think every golfer will attest is incredibly influential on how we hit the ball on any given day.”

## CUSTOMER CASE STUDY

On her initial visit to the Performance In Motion studio, Kelly found a large open warehouse space with a wall separating a conference area from a netted indoor golf facility. The workshop began at the conference table, with Kelly completing a survey to unearth the inaccuracies of her perceptions and the root of her golf issues. Next, Dan and Kelly discussed her responses and completed several exercises demonstrating the power that the proper attitude and focus can have on actual physical performance.

Then it was into the golf studio, where the exercises continued with Kelly putting and chipping captured on video. She even got a chance to throw a few clubs — all part of the program. “By asking somebody to throw a club at a target with no other direction, it’s amazing how one’s true, fluid golf swing comes out in the process,” DeMuth said. “When the focus is on achieving a task without any perceived judgment attached to it, one’s true athleticism shines through without interference. This is exactly the mental state our program aims to achieve for athletes in competition.”

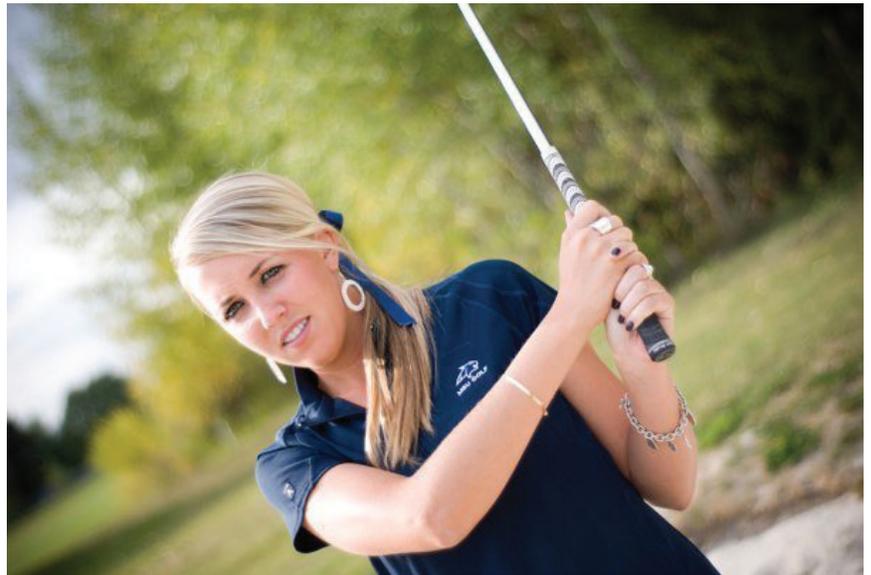
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### BENEFITS

Just two weeks into the six-week Performance In Motion program, Kelly was making great strides. She was having fun again both on and off the course, living more in the moment and detached from past regrets and future concerns. During this time, she posted a career-best score of 71 at a summer golf tournament.

Kelly hit all 18 greens in regulation on her way to winning the title.

A string of excellent rounds after this win — and after Performance In Motion program completion — confirmed that something had positively and permanently changed with Kelly’s inner game. She continued on to play NCAA Division I golf for Montana State University. During her senior year in college, she was both the team’s captain and #1 player.

“I feel like Dan gave me the key to unlock the player I have always been, which paved the way for me to excel at the next level of competition,” she said. “Basically, I learned how to get out of my own way. This new level of discipline has made all the difference, and I would not have gotten there on my own. The negative thinking still arises, but now I have the tools I need to keep it under control.

“I’d recommend Performance In Motion to anyone who wants to perform at their potential more of the time,” Kelly continued. “I could see my performance change on the course, and the coaching has been useful for me off the course as well. I can tell you firsthand that it works. The results are amazing.”