



AIM | Golf Academy
at Royal Ashburn



LEARN TO PLAY PROGRAM \$159.99

Learn to play golf with AIM's unique and one of a kind golf instructional method. Our programs are designed to introduce and instruct essential golf swing movement patterns then apply the new skills and techniques on the driving range. This is a 4 week program instructed in groups of 6. Each session is 2 hrs in length and is held on Thursday's or Saturday's. Players who have completed the AIM Learn To Play program are entitled to receive a 15% discount towards the AIM Monthly Coaching Plan Assessment.

The golf instruction segment of the program is led by AIM's Director of Instruction Brandon McLeod. Brandon developed a 4 week comprehensive program which breaks down in detail the following 5 key components of the golf swing

- 1. Setup**
- 2. Takeaway**
- 3. Transition**
- 4. Impact**
- 5. Follow through.**

Brandon in collaboration with the director of AIM Movement program Lou Berkovits, have developed a body movement practice designed for the golfer. The AIM movement program was designed specifically to help beginner golfers, aspiring professionals and elite amateurs to maximize their skills and performance on the golf course!

Drawing from various yoga and Pilates influences the AIM Movement sequencing programs are very unique and are intended to cultivate the body's ultimate range of motion, body awareness and ultimately fine tuning the golfer's mind-body connection.

THIS IS NOT YOGA OR PILATES! THIS IS AIM MOVEMENT!

The AIM Movement program is a robust series of movement practices specifically designed to enhance the golfers performance, mobility skills and body awareness. At the AIM Academy we believe that every golfer is an athlete and everyone is able to do athletic things. What distinguishes one player from the other is their desire to excel to their highest level of performance.

AIM Movement program is built on 3 principle foundations:

- 1. AIM to BREATHE**
- 2. AIM to MOVE**
- 3. AIM to REST & RESTORE**

AIM movement programs are based on the ancient concepts of “yin and yang”, creating balance and harmony. We strive to create exceptional golfers through specific and purposeful movements and actions, thoughtful golfers through rest and self reflection.

PROGRAM CURRICULUM:

Week 1: Setup & Alignment

- AIM Movement: A grounding movement practice to assist in the awareness and connection of the feet to the ground, gain core stability and develop breathing awareness. The instruction will further benefit and enhance the golfer’s ability with overall body strength and stability.
- AIM Instruction: Golfers are provided with the proper setup fundamentals for the swing. Focus will be on posture, stance, grip, alignment and a routine to get the player into their setup quickly and take their swing.

Week 2: Takeaway

- AIM Movement: Building on the grounding practice from the previous week, we will now create separation from the shoulders and hips. Practice will focus on thoracic mobility and shoulder rotation while maintaining a square hip position.
- AIM Instruction: Players are expertly guided through the takeaway in the golf swing. The group will learn how to develop a good takeaway position. The lesson will draw on the thoracic movement practice to show players how to use shoulder rotation to maximize their swing arc.



Week 3: Transition to Impact

- **AIM Movement:** Working on creating more separation. In this practice we will learn to turn the hips in an opposite direction to the shoulders. The separation and isolation between the shoulders and hips will help to create more coil and easy power in the golf swing. The transition portion of the golf swing asks our body to turn our hips open to the target without turning our shoulders. This help prevents the over the top movement commonly seen with hitting a slice. This practice is the ideal method of illustrating how to best use the player's body to produce a smooth transition in their swing.
- **AIM Instruction:** Lesson will walk through the fundamentals of transition and keys to creating a good club path to the golf ball. How to prevent the club from moving over the top and create an in to out path or square path to the golf ball. Focus will be to demonstrate the importance of a smooth transition to help prevent casting in the downswing and how to use your feet and legs to power the swing.

Week 4: Impact and Finish

- **AIM Movement:** This practice will focus on power and stability. Strength movements in the upper and lower body to help the player create stability in the club head through contact. Power and speed movements to help create faster club head speeds.
- **AIM Instruction:** Final lesson will take the players through key factors to create a solid impact position and the importance of a balanced finish in the golf swing. Players are instructed on how to compress the golf ball and how to effectively use the ground to create power and stability in the golf swing. We cover the importance of a good follow through and how a poor one can significantly affect the flight of the golf ball.

