



# AIM

Golf Academy  
at Royal Ashburn



## AIM ULTIMATE PROGRAM

The AIM Golf Academy at Royal Ashburn has partnered with Honsberger Physio+ an industry leading sports medicine clinic in Canada to provide a revolutionary and one of a kind AIM year long coaching program. Our program will provide the most well rounded and only true holistic coaching program on the market. This program provides you with a coaching team that is dedicated to providing you a blueprint and clear path to give you the best opportunity to achieve your goals for the golf season. Our team will leave no stone unturned to maximize your potential in the game of golf. Our coaching staff led by Director of Instruction, Brandon McLeod, also includes:

- **Jon Blomme**, Head Golf Coach at the AIM Golf Academy
- **Kevin Honsberger**, Owner and Founder of Honsberger Physio+, Registered Physiotherapist, TPI Certified
- **Dan Hilborn**, Honsberger Physio+, Osteopathic Manual Practitioner, Certified Athletic Therapist, TPI Certified Level 2 Medical Coach

Our year long programs begin with a combined Biomechanical Assessment and 3D Swing Analysis conducted by our team. The 3D Swing Analysis utilizes the Trackman 4 launch monitor system, V1 video analysis, the V1 pressure mat and K-Vest technologies. The AIM assessments provide an in depth understanding of the member's swing and how their body contributes to the success or detriment of their swing. During the assessment our team will determine each golfer's specific goals for the season. This Assessment and goal setting session will set the baseline and starting point to our year long program.

The ultimate program will incorporate the following AIM Coaching Pillars

- Pattern work
- Physical
- Mental game
- Tactical work
- Equipment maintenance

Each one of these coaching pillars play an integral role in creating a customized road map for you to achieve your goals and play at your peak for the biggest events of the season. To ensure that you can play at your highest potential, our coaching staff will ensure each of these facets of the game are firing on all cylinders.

### **PATTERN WORK:**

This coaching pillar is where our staff will work with you on your technical work and motor pattern control. This phase of the program consumes most of the time at the beginning of the program while we incorporate any tweaks to the technical side of your golf swing for that season. Our staff will use our findings in the AIM Assessment to determine the changes to the golf swing pattern we would like to improve and work extensively at the beginning to groove that pattern. The AIM Assessment is crucial to ensure that we aren't asking you to make a move in your golf swing that you are unable to make and control swing after swing. Once the new golf pattern becomes mindless in the brain we will work to speed up the move and learn to control trajectories and shot shapes required to compete at the highest level.

Our program will teach you to pinpoint the keys and triggers to your swing and golf motor pattern so you can identify problems during rounds and rectify on the course to keep your rounds going and post a good score.

### **PHYSICAL:**

The team from Honsberger Physio+ have developed a world class program that will ensure that your body will perform at its peak in the highest stress moments in the biggest events of the season. This off course body program will progress your body through 6 stages in the program.

1. Re-Alignment
2. Stabilize
3. Re-educate: Neuro Pattern Work

### **Key Equipment Requirements**

Arch Board	\$150
Massage Ball	\$36
Yoga Ball	\$10
Relaxtor	\$53
SuperSpeed Sticks	\$293
Tubing/Bands/Dumbbells	\$20
HRV 4 Training App	\$14
<b>Total Equipment Cost</b>	<b>~\$575</b>

The duration of time spent in each phase of the program will be dictated by the AIM Assessment and the individual athlete and their respective competitive schedule and seasonal goals. The program is progressive in nature and will ensure that prior to moving to each phase of the physical program your body is ready. The program and athlete are constantly being monitored by the team from Honsberger Physio+ and evolving with your body as it changes and improves throughout the duration of the program.

An essential feature of the program is **Load Management**. We need to track how the athletes are managing the workouts, to maximize their physical development. We will achieve this by monitoring their heart rate variability scores – HRV. The basic science behind HRV is that when athletes are over stress they go into elevated sympathetic states, which is indicated by a lower HRV score. A lower HRV score affects training session recovery and muscle development and ultimately performance. The team from Honsberger Physio+ will be in constant contact with the coaching staff to ensure that players are provided with swing limits during practice session if needed to ensure that we do not overload the body before it is really to handle the load.

The coaches will monitor the athletes scores with the coaching athlete's panel where we will have access to their scores and can modify the training programs to maximize training gains and prevent injuries.

There is no program like this being offered to golfers and we are very excited to be the first academy in golf to be offering this to our year long coaching members.

#### **MENTAL GAME:**

Many great golfers say golf is 90% mental. Though this is not true for everyone, it does play a major role in performance. At AIM we have a full mindset program that will get your mind dialled in. This will help you swing better, think better, and play better. Our coaching staff will work with you throughout the duration of the program to provide you with effective strategies to improve your thinking and focus over the course of a round of golf and 3–4-day event. The mental game is very much like any other technical skill in golf, and it needs to be practiced to achieve peak performance in this skill. Our team has developed a proven strategy to help our players improve their mental performance and ability to find focus under the gun in tournament play. The ongoing work will include weekly or monthly phone calls to work on strategies and debrief after tournament rounds to further improve your mental performance during play.

#### **TACTICAL:**

This coaching pillar focuses on two main phases. How to train and practice effectively during the pattern phase of the program, and provide tactical game and course management strategies to help lower scores. You will learn about your shot tendencies under duress, shot patterns on solid and mis-hit shots, carry distances and probabilities. You will learn how to effectively manage your game around a golf course when you are swinging it well and when you having an off day. When to be aggressive or when to throttle back on a hole, or to a pin location. How to map out new courses, develop a game plan and implement that plan based on course setup, weather (both good and bad), tournament draws, etc.

Knowing how to hit solid golf shots is only part of the picture to playing good golf. Our team will provide you with the tactical strategies needed in our sport to help you shoot the lowest score possible each and every time you tee it up.

## **EQUIPMENT MAINTENANCE:**

The final piece to our coaching program is the equipment maintenance part of the puzzle. Prior to the tournament season our coaching staff will dial in your equipment and golf bag to ensure that your equipment is contributing to the success of your golf game and not hindering it. We will ensure that your equipment is a perfect fit for you. We will conduct a full bag fitting and make the tweaks necessary in the equipment setup to ensure that your equipment performs exactly how you need it to. We will provide you with the full knowledge of the carry distances and dispersion patterns with each club in your bag. This allows us to build a game plan for each event during tournament season to give you the best opportunity to attack each golf course based on your game.

Our team will conduct a ball fitting during the program to ensure that you are playing the right ball to optimize your spin and trajectories with each type of shot on both full and half shots around the greens.

## **2022 PRICING**

---

### **AIM ASSESSMENT: \$265**

#### **Membership fee includes:**

Biomechanical Assessment by Honsberger Physio+ – *Value of \$120.00*

Swing Analysis – *Value of \$120*

Full bag club fitting – *Value of \$200*

AIM Swag Bag – *Value of \$100*

### **2022 COACHING PLANS**

#### **52-hour coaching package: \$6,370** (or \$910 / month) + **\$1,500 in Physio billing**

- Package includes 1 tournament observation and debrief during the season ahead of your “MAJOR” of the year.
- Honsberger Physio+ portion of the program is billed through the Honsberger clinic so that extended health benefit plans can be used to cover some / all the costs.
- Equipment costs for the off-course program extra and listed above.

#### **104-hour coaching package: \$10,810** (or \$1,544 / month) + **\$1,500 in Physio billing**

- Package includes 1 tournament observation and debrief during the season ahead of your “MAJOR” of the year
- Honsberger Physio+ portion of the program is billed through the Honsberger clinic so that extended health benefit plans can be used to cover some / all the costs.
- Equipment costs for the off-course program extra and listed above.

\*Each package includes a 2.5% processing fee on all credit / debit transactions.