



Change the way you think about golf

Start thinking about golf now. Not improvements you want to make to your swing, competitions you want to win or accomplishments and achievements you'd like to make.


Think about how you can use golf to strengthen relationships and friendships. How it can add joy to your life. Plan to schedule a regular social game with friends. Every other week, when the spring and summer comes, get a group of friends together and play a social, fun competition. A social, pairs or scramble competition should be on every group of friends' calendars.

Shafts and myths

It's not about swing speed

We've seen online fitting tools that ask you how far you hit your 5-iron. From there they estimate your swing speed. Then they recommend a shaft flex. What if we told you that two golfers, with the same swing speed, using great club fitters, had to use two wildly different shaft flexes?



 Bridgestone Golf: [Nick Price's Golf Swing](#)



 Bridgestone Golf: [Fred Couples' Golf Swing](#)

The “load” that Nick Price put on the shaft on the downswing was far greater than the much smoother Couples. Price needed a shaft as stiff as he could get. Fred Couples played a much softer flex. But they had the same swing speed.

By the way, there are no standards for shaft flex. There is no consistent meaning to “stiff” or “regular”. Each manufacturer labels the shaft as they wish.



“If you’re losing distance as you get each year older, then it’s really worth while looking at options to create faster clubhead speed and a better energy transfer.”

How do you load the shaft?

How does the rhythm and tempo of your swing impact on the shaft? Have you ever invested some time in checking what you need in a shaft?

[Book your check-up >](#)

Strengthen your core

Simplify your golf swing this year

Take some action now to lay the ground for a simpler better golf swing this year. If we can improve the way your core controls your golf swing then you’ll make a better rotation, be more likely to swing on plane, and generate more power.



You'll have read about "the triangle" of arms, shoulders and hands. Really, that's a description that's trying help you appreciate that your core controls the swing, not your hands.



Share If the core takes this leadership role, in both the backswing and downswing, it significantly increases the ability of a golfer to replicate a good swing, time after time.





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