

# STATISTICAL ANALYSIS

THE INSTITUTE OF GOLF



## Focus on what matters

We enable you to have complete oversight of your players' improvement journey while allowing you to focus on the job you love: coaching.



## A COMMUNITY OF COLLABORATION

*A Platform for coaches and players alike*

**Craig Dixon, PGA member, Co-founder and CEO of The Institute of Golf (IOG) discusses their new statistical analysis programme and the journey they went through to get it to where it is today, as well as what the future holds. The programme itself has a simple objective, to provide coaches and players a tool to help optimise performance.**

As Craig describes this new tool, it's clear how passionate he is and how much he believes in its future. His opinion is that there are a lot of factors that can make up a player's game. To improve, you could try to work on every component, but that may not be the most efficient way to reduce a score. In his view, the best way for elite players to rapidly improve performance is to follow a personalised plan from their coach that is focused on the 2-3 specific areas that will have the largest improvement in overall scoring. This is where the Platform comes in, designed to give the user details that matter, so they can make more progress in less time.

FOR MORE INFORMATION OR IF YOU WOULD LIKE TO BE THE NEXT PGA CASE STUDY PLEASE CONTACT [SHANNON.BIRD@PGA.ORG.NZ](mailto:SHANNON.BIRD@PGA.ORG.NZ)

# A PLATFORM FOR ALL

*"With enjoyment comes achievement"*

## HOW IT ALL BEGAN

### *From the Olympics to today*

In 2019, the IOG team were appointed the role of High Performance and big data specialists for the China Olympic Golf team, a position which Craig describes as a privilege. He goes on to explain the mission was to optimise performance for each player, in preparation for the Olympics. The initial problem the IOG team faced was that existing datasets for player performance were often fragmented and difficult to compare. The next issue was the existing datasets did not often allow one to drill down to assess underlying skill categories and isolate a specific skill.

Over the next 12 months, they set about creating a solution that enabled the team to capture insights uniformly, in order to understand each player's performance level.

The result was a statistics solution that really drilled down into the data, allowing the most valuable insights to surface and in turn drive meaningful outcomes.

Through this experience what stood out to Craig was that regardless of a coach's preferred philosophies or methodologies, he believes there are five key principles that guide their decisions on how to optimise a player's performance:

- You need to know where you're starting from.
- You need to know what you're aiming for.
- You need to know how to bridge any gaps between the two.
- You need to set a plan to achieve.
- You need the data to validate all these assumptions.

On return to New Zealand, Craig and the team were inspired – how do IOG take this high-performance data analytics service, built on these key principles to optimise performance, and make this tool freely accessible to coaches and players in an intuitive and seamless way? It was from here the Platform they have today was born.

During the first lockdown, in March 2020, the team set about developing the Platform, and now, one year on, Craig says there are around 15 people working on it, from data scientists to coaches and developers.

They're already starting to see success, with both Mike Hendry and Josh Geary coming on board as early adopters.

Mike feels the Platform assists in providing clarity and removes personal biases; "Back in the day, I was making decisions based on feelings – hunches of where things might be going wrong and hoping that I got it correct for the next round. In our minds, we will always be biased. This programme runs deeper than just percentages" Mike says.

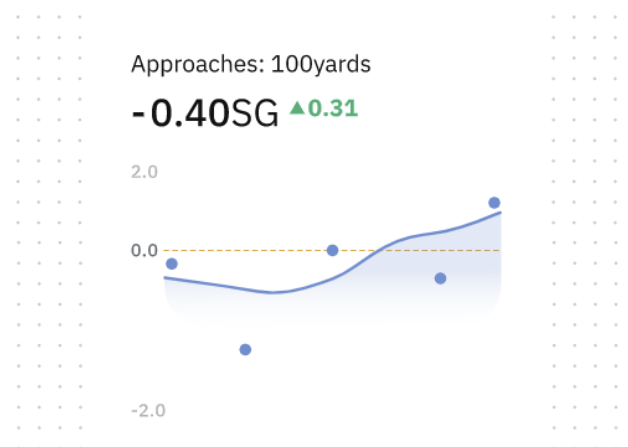
He then goes on to describe how "[the Platform] allows coaches the ability to view the statistics and information that then helps present a pathway forward, to give the coach more scope".

## FOR THE PLAYERS

### *Accelerate improvement*

Craig discusses how passionate IOG is about helping players achieve their best game and how they understand that the journey doesn't look the same for everyone – but that the Platform can cater to all.

In Craig's experience, providing players access to tools that allow them to track their performance on a regular basis, may help them to quantify their actions leading to raised self-awareness.



# MORE TIME AND MOTIVATION

## *Preparation drives performance*

The player user journey is a simple one, the more round data entered into the Platform the more insights and value they unlock!

After entering one round's worth of data you can gain a comprehensive understanding of your complete performance level. After entering two to four rounds of data you can start seeing your trends build up over time. Then, once five rounds of data have been entered is where the real benefits start to surface. You'll unlock the 3 key areas that will have the largest overall impact on accelerating your score reduction and you'll gain insight into bespoke practice goals and focus areas. Then, every 5 rounds, the system recalculates and identifies new areas of opportunity for you to focus on.

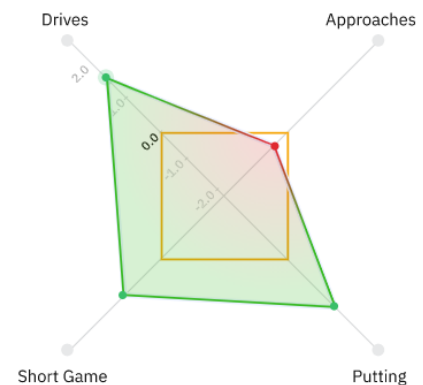
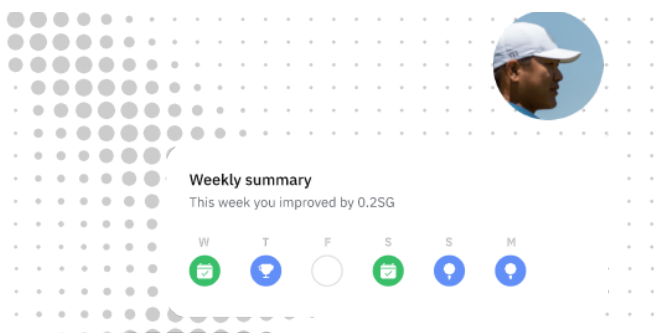
Craig goes on to explain how opening this information up and making it available anytime, anywhere, allows for a more meaningful dialogue between a player and their coach during practice and playing alike.

## FOR THE COACHES

### *Time saving and insightful*

When discussing the Platform's use, Craig makes it very clear the aim is not to replace people but to enable them, by providing tools that pinpoint key areas of opportunity, providing fast, insightful analysis.

Being a coach himself, he understands how busy it can get and how this in turn makes it tough at times for coaches to be on course with their players.



This is where the insights provided by the Platform come into play as the next best thing for coaches, showing statistics at a per shot level, saving them time and allowing for progress all in one!

He follows on by saying that preparation drives performance, so IOG built a coach dashboard to enable coaches free oversight to their player's accounts.

Knowing when and how your players have both practiced and played, coaches are armed with the information to dig deeper into any issues and ask the right questions quickly.

## AND FOR THE FUTURE

### *The best product possible*

The Platform is soft launching in New Zealand and Craig says he's excited and open to hear feedback from both coaches and players within the PGA.

He says that long term, IOG will continue to develop the Platform for the golf community in order to optimise performance and add value.

To check it out and find out what all the buzz is about, head to <https://www.instituteofgolf.co/>