

Smarter, More Fit and Better Focused

A Study of Tiger Woods

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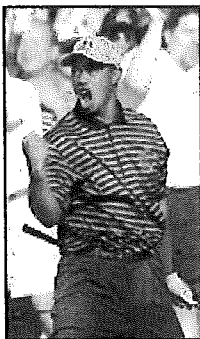
Pro golfer Bart Bryant could only chuckle. Tiger Woods hadn't made a putt longer than 18 feet during the first 71 holes of the Arnold Palmer invitational, a drought that had the world's best golfer talking to himself. But with 25 feet of the final hole's green separating Wood from victory or a playoff with Bryant last Sunday, Woods detonated an ear splitting roar from the gallery by sinking the slick, tricky downhill putt for the win.



What is it about Woods 32 that makes him the world's best? He has dominated golf for years and is one of America's highest paid athletes at more than 100 million per year according to Forbes magazine. He's won 7 consecutive tournaments and 9 of his last 10. So how does he continue to do it and what can we learn and apply to our businesses?

Here is the list of items that sets Tiger apart from the pack:

1. The mind game—"For all his physical talents, the greatest weapon in men's golf is Tiger's brain" Phil Knights says. "You will not outthink Tiger. He studies. He learns. He's knows there is more for him to achieve."
2. Finding motivation—As a kid in Southern California, Woods taped Nicklaus' milestones to his bedroom wall. The record that stood out was 18—the number of professional major championships Nicklaus won in a career that spanned five decades.
3. Fit and rested—Woods' training schedule involves hours of lifting weights, running or biking and practice on a driving range. The result: Woods is 6-1, 185 pounds of lean muscle, with a build ideally suited for a smooth, powerful swing that includes a big shoulder turn and a limited turn of the hips.
4. The confidence to change—Twice during his career Woods has reworked his swing, something that many lesser golfers wouldn't dare try. "People wondered why I made swing changes, Woods says. "You make changes to get better."
5. A unique talent—"His physical tools awe people. THE other golfers are so amazed ... they forget to play the golf course and try to match Tiger" says baseball legend Hank Aaron.



What can we learn? If you are going to succeed you must determine that this is where your passion lies and nothing will interrupt you. You will be motivated by the greatest but outpace them by your fitness and your confidence. Greatness is achieved in small steps not in big leaps. Woods started golf as a child and student of his father. You started your career as a student also, are you still learning?

"We're just witnessing something very special" Phil Knights says. Are they saying the same about you?

Yours for better business,

Marty Barnhart, BDA Executive Director