

# SOMETHING IS MISSING!

by Jay Platt, PT

BACKtoGOLF Performance Center



**BACKtoGOLF.**

512-371-7687

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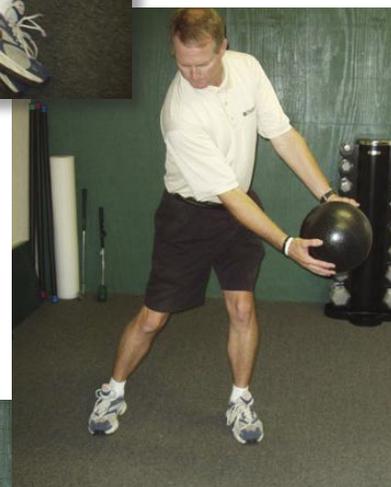
Tremendous advances in golf technology have occurred over the last 10 years, including high tech clubs, improved golf balls, digital video swing analysis, and advanced training aids. Interestingly, with all of these advances the average male or female golfer's handicap has not improved.

Dr. Bob Rotela reports, "Fifteen years ago, the average American male golfer's handicap was 16.2. The average female golfer's handicap was 29. Today, the average American male golfer's handicap is 16.2, and the average female golfer's is 29. American golfers have not gotten any better."

So, what is missing? The majority of recreational golfers lack the ability to achieve the proper body position to support the club and body motions throughout the swing. Commonly, the male golfer has decreased flexibility across the shoulders, upper back, hips, and low back areas. In contrast, female golfers often demonstrate too much flexibility with a lack of strength in their shoulders, trunk, and hips. In both cases the sequence and efficiency of movement are disrupted and the swing is compromised, leading to poor golf shots.

What can be done? The golf industry is a multi-million dollar per year business. Golfers do not hesitate to spend \$500 on the latest driver, hoping to gain a few extra yards off the tee. They would be better off investing that money improving their flexibility or strength in order to improve the efficiency of movement in their swing. The advantage of using high-tech clubs can not be realized if the body is not working correctly.

With a golf specific conditioning program, the average golfer can expect to increase their swing speed 3-6 mph, which equates to adding 10-20 yards to their shots. All the tools of the game will not help you reach optimum performance unless your body is prepared to respond. Any golfer who wishes to enhance their game must first be willing to work on their body. The golf industry has made tremendous strides towards optimizing golf equipment, but handicaps remain unchanged. The missing link is an enhanced golf body. So go out there and Build a Better Golf Body!



*The BacktoGolf Performance Center is located in Austin, and is under the direction of Jay Platt. Jay has over 20 years experience in sports medicine as a physical therapist, athletic trainer, and strength and conditioning specialist. He specializes in golf biomechanics, injury rehabilitation and performance enhancement. For more information, contact Jay at 512-371-7687 or [www.thegolfacademyatcirclec.com](http://www.thegolfacademyatcirclec.com).*