

THE C.H.E.K INSTITUTE'S

GOLF

Performance

S E R I E S



*The
Ultimate in
Functional
Golf
Performance*



www.chekinstitute.com

CHEK GOLF PERFORMANCE SERIES

Welcome to the most comprehensive course on golf conditioning anywhere! This program was created by Holistic Health Practitioner Paul Chek, author of *The Golf Biomechanic's Manual* and world renowned for his expertise in corrective exercise, high performance conditioning and integrated approach to health and well-being. This three-day program includes theoretical and hands-on training, followed by a written exam. The entire program is based on the same techniques Paul Chek and the C.H.E.K Institute Faculty use with their clients, including some of the top PGA and LPGA players on tour today.

Why Condition Specifically for Golf?

Golf is one of the fastest growing participation sports in the world. A golfer will do anything to hit the ball longer and lower their handicap! Golfers regularly spend as much as \$4,000 on a set of clubs, hoping for an extra few meters on their drive. However, despite all the technological improvements in golf equipment, along with all the gadgets and gizmos available today, the average handicap for both males and females has not dropped in the last 20 years. So much for technology!

What golfers are now discovering is that the clubs don't play the game, the golfer does! The only way to achieve a lower handicap is to improve the function of the golfer; the person who actually swings the club! As in any sport, golf places specific demands on the body. For example, a full golf swing places such a load on the body that it is equivalent to a four-repetition-maximum (4-RM) lift in the gym. In other words, lifting a weight that you can only lift four times before you fatigue and cannot continue. Yet a golfer may swing his golf club 60 times or more in one round of golf! General exercises will not address these issues; neither will a machine-based conditioning program. In many cases, such programs can actually decrease the performance of the golfer!



The C.H.E.K System of Golf Conditioning

The C.H.E.K System is designed to address golf-specific conditioning needs and in doing so, improve performance and reduce the risk of injury. Using detailed assessments and personalized programming, the individual issues of each client can be identified and addressed. Over the three-day workshop, you will learn how to:

- Assess the golf swing from a biomechanical and postural point of view.
- Test a client's flexibility and apply the correlating stretches.
- Use the Flexibility-Stability-Strength-Power conditioning progression to optimally improve golf performance.
- Instruct dozens of key stretches and exercises.
- Work with complementary professionals to help your clients achieve their goals.



Why Become a C.H.E.K Institute-trained Professional?

The results achieved by golfers working with C.H.E.K Institute-trained Professionals speak for themselves (see page 4). If you want to learn how to achieve the same incredible results and reach a large potential market that can afford your services, then you need to be at this program! Not only can golfers afford your services, but they also need your services to reduce their incidents of injury. Whether you are an exercise specialist or a golf professional, becoming a C.H.E.K Institute-trained Professional will expand your value to your clients.

Benefits for C.H.E.K Institute-trained Professionals

Website Registry Listing

All C.H.E.K Institute-trained Professionals in good standing with the C.H.E.K Institute are listed online in the searchable database at the C.H.E.K Institute's online community website www.CHEKconnect.com. This is a free marketing resource! Potential clients in your area can find your contact details and read your bio. We refer everyone who calls the Institute seeking a C.H.E.K Institute-trained Professional to the database.

Membership to the C.H.E.K Institute-trained Professional Forum

This electronic forum is exclusively for people who have attended one or more of the C.H.E.K Institute's Advanced Training Programs. An invaluable way to stay in touch with top professionals from around the world, share ideas and ask questions in a confidential setting.

Plus more including Q&A calls & webinars with CHEK Faculty.

WHAT PEOPLE ARE SAYING

"Paul Chek has a very professional organization. His information was extremely useful, and I know this will directly carry over into my programming. I am proud to be a part of this organization. Paul, thank you for your time, dedication, and passion for the health/fitness industry. Your staff has characteristics of exceptional professionalism and education of being the best-I love that! Looking forward toward the future!"

David Armayor - Colorado, USA

"I've had the occasion to work with some of the best physical conditioning specialists in the golf industry...I can say without reservation that Paul Chek, his work and contribution in the field of golf is on the cutting-edge."

Bob Cisco - Los Angeles, USA. PGA Tour Instructor, Sports Advisory

"One client gained 15 meters more on a six iron in one session just by activating the transverse abdominis. Great results, better investment than Titanium Clubs!"

Hamish Hurley - Optimum Fitness, London, UK.

"If you want to double or triple your income, train, be the best in the industry and have the respect of your peers, the C.H.E.K Institute is how you do it!"

Dee Tidwell - Elite Fitness Systems, Colorado, USA.

"Paul's programs (any one of them) are truly cutting-edge. In my own experience if anyone has not taken Paul's courses (and applied them correctly), he will be miles behind the industry!"

Anthony Lopez - Oklahoma, USA.

Our Money Back Guarantee!

If within 60 days of completing the C.H.E.K Golf Performance Series (providing you apply the knowledge that you learn) you don't find vast improvements in the way you train, we will give you your money back. That's how confident we are in this program.

Refund and Transfer Policy

Refunds are issued on a sliding scale with no refunds granted within 60 days of the C.H.E.K Institute course start date. Tuition (minus 15%) may be credited to a student account when transferred out of a program. Credits may be used for future C.H.E.K Institute events or product within a 24-month period. For complete details on the C.H.E.K Institute Refund and Transfer Policy please visit our website or contact us by phone.

Day One

- The C.H.E.K Institute System for developing golf performance.
- What are the biomechanical requirements of the golf swing.
- What is the biomechanical relationship to common swing faults.
- Muscle length/tension assessment of the golfer.
- A scientific approach to stretching for the golfer.
- Base program design.
- Homework.

Day Two

- Teaching the golfer how to stretch.
- Learn the application of the stabilization sequence to the golf swing.
- The importance of static and dynamic stability training for golf.
- Learn the application of the force generation sequence to the golf swing.
- The importance and application of strength training for golf.
- Base stability and strength training exercise instruction.
- Base program design.
- Homework.

Day Three

- Continue stability and strength training exercise instruction.
- The importance and application of power training for golf.
- Who needs power and when should it be added.
- Base power training exercise instruction.
- Putting it all together.
- Program design and periodization of stability, strength and power training for golfers.

Take Home Exam

- The Golf Performance Series: Whole In One Golf Conditioning ends with a comprehensive take home exam.



MORE DETAILS

Pre-requisite Reading and Viewing

There are four prerequisites for the CHEK Golf Performance Series: Whole In One Golf Conditioning program. These prerequisites include:

- *The Golf Biomechanic's Manual: Whole In One Golf Conditioning* by Paul Chek
- *How to Eat, Move and Be Healthy!* by Paul Chek
- *Movement That Matters* by Paul Chek
- *A Scientific Approach to Golf Conditioning* DVD with Paul Chek

The books and DVD are available through the C.H.E.K Institute, International Affiliates of the C.H.E.K Institute and major bookstores such as Amazon.com.



To order from the C.H.E.K Institute, call **1.800.552.8789** or visit www.chekinstitute.com.

Your Investment

The tuition for the three-day *Golf Performance Series: Whole in One Golf Conditioning*, including take home exam, is listed below:

US Based Courses

Regular Price: \$1097^{USD} Early Bird: \$997^{USD}
(Enrollment received at least 90 prior to course start date)

NOTE: Payment Plans are available starting from \$187. For more information on options, please contact the C.H.E.K Institute at 800 552 8789.

Canadian Courses

canfitpro members: \$997^{USD} non-members: \$1097^{USD}

*Courses held in Canada have applicable HST, GST, QST added. Non-member prices include 1 year membership to canfitpro, with all member benefits.

Take Home Exam

To ensure students have fully grasped the techniques and understand the information presented in the Golf Performance Series, a comprehensive exam is given. The exam is design for students to complete at home, giving them the time and allowing them the opportunity to review information and organize notes from this three-day intensive. Once received, students have forty-five days to complete the exam and submit it for grading. To be recognized as a CHEK Golf Performance Specialist you must obtain a passing grade of 80%

MEET THE CHEK FACULTY

Course Creator - Paul Chek HHP



Paul Chek is a world-renowned expert in the fields of corrective and high-performance exercise kinesiology. For over 25 years, Paul's unique, holistic approach to treatment and education has changed the lives of many of his clients, his students and their clients. He has produced many advanced-level educational programs and authored six books including *The Golf Biomechanics Manual*. He was a keynote speaker for the PGA of Sweden and has presented at the PGA of Europe Teaching and Coaching Convention. Paul is the founder of the Corrective Holistic Exercise Kinesiology Institute, based in California, USA.

Janet Alexander Dip. PE., Dip. Tchg, Master C.H.E.K Practitioner, Golf Performance Specialist, HLC 3, TPI Advisory Board Member



A 25-year veteran of the fitness industry and a committed endurance athlete, Janet Alexander draws her experience from a varied career base, including teaching, sales and marketing, advertising and design as well as working with clients requiring sports performance and orthopedic rehabilitation. Janet is one of the Senior Faculty at the C.H.E.K Institute, co-owner of The C.H.E.K Studio, Inc. in Encinitas, CA, where she works predominantly with golfing athletes and their coaches including PGA and LPGA professionals.

Jon Bowskill CP4, Golf Performance Specialist, HLC 2



Jon holds an Honors degree in Sports and Exercise Science from Leeds Metropolitan University, as well as exercise certifications from the ACSM, ACE and the Fellowship of Sports Masseurs and Therapists. He has worked as part of a multidisciplinary neurosurgical team at the London Spine Clinic, specializing in the holistic treatment of spinal pain, and now runs his own practice off Harley Street in London, UK.

Dan Hellman M.S. Physical Therapy, BS Athletic Training, CP4, HLC 3, Golf Performance Specialist



Dan is a registered physical therapist and owns Dan Hellman Holistic Health in Fort Lauderdale, FL, USA. Dan's Physical Therapy degree comes from an osteopathic-based college, which included both traditional and manual physical therapy. Before opening his own business he worked in several outpatient physical therapy orthopedic centers specializing in Sports Medicine and Spine Rehabilitation.

Mark Stone BS, CP4, Golf Performance Specialist



Mark is co-owner of North Shore Smart Bodies, a corrective exercise and personal training facility located in Northbrook, IL, USA. He served as a Nike Training Athlete and instructor for seven years and has co-produced two series of educational DVD's and manuals on functional strength training and the biomechanics of weight training.

PROFESSIONAL DEVELOPMENT REQUIREMENTS

How to Maintain Your Status as a C.H.E.K Institute-trained Professional

You will be C.H.E.K Institute Recognized once you complete the C.H.E.K Golf Performance Series course and pass the test. To remain C.H.E.K Institute Recognized, and to continue receiving the benefits of a C.H.E.K Institute-trained Professional, students are required to maintain a standard of professional development measured every two years. This 2-year measurement is the C.H.E.K Institute-trained Professional Renewal Program, which consists of 5 easy steps:

Step 1: Earn 50 Professional Development Credits every two years

You will need to earn a maximum of 50 PDCs every two years, ending December 15th on even years. PDCs can be acquired many different ways, such as attending seminars, writing book reports and completing case histories.

Step 2: Obtain CPR certification

All C.H.E.K Institute-trained Professionals must hold a current CPR certification.

Step 3: Hold current liability insurance

All C.H.E.K Institute-trained Professionals must be covered by professional liability insurance (waived in countries and areas where not available).

Step 4: Complete the C.H.E.K Institute-trained Professional renewal application

This includes the C.H.E.K Institute Code Of Ethics, Professional Practices and Disciplinary Procedures. By signing the renewal application form you agree to adhere to the C.H.E.K Institute Code of Ethics and the Professional Practices and Disciplinary Procedures.

Step 5: Submit the C.H.E.K Institute-trained Professional renewal application and pay the renewal fee

Return the renewal form with proof of Professional Development Credits, CPR certification and liability insurance, plus the renewal fee by the due date.

Complete information on the C.H.E.K Institute-trained Professional Renewal Program is sent to you once you complete an Advanced Training Program with the C.H.E.K Institute. For more information, please contact the Education Department.

e-mail: educate@chekinstitute.com or call 1.800.552.8789 (+1.760.477.2620 internationally).

OTHER C.H.E.K INSTITUTE PROGRAMS

At the C.H.E.K Institute we offer three additional Advanced Training Programs: CHEK Exercise Coach, the C.H.E.K (Corrective High-performance Exercise Kinesiology) Practitioner Program; and CHEK Holistic Lifestyle Coach Program.

CHEK Exercise Coach



This highly practical five-day course will give you the skills to become a superior exercise professional. Correct technique is emphasised throughout the course, with the small class size allowing for plenty of hands-on assistance from the CHEK Faculty. A key component of this program is the integration of mind-body fitness and traditional exercise prescription. You will understand how different types of exercise, from Tai Chi to cardiovascular conditioning to weight-training, affect both parts of the autonomic nervous system - an often neglected factor that is vital to achieving success with your clients. Assessment procedures are emphasised, as are results-producing exercise programs that enhance a client's function and overall well-being.

C.H.E.K Practitioner Program



The Corrective High-performance Exercise Kinesiology Practitioner Program is designed to produce the finest and most highly trained exercise practitioners and strength and conditioning specialists in the world. Unlike any other program of its kind, the C.H.E.K Practitioner Program is completed in four blocks of intensive modules, taught in a small group format. Each level has prerequisites that must be completed before the course, ranging from home-study courses to case histories. The complete program takes two to four years of part-time study, and certification is awarded upon completion of examinations, a thesis and a presentation.

CHEK Holistic Lifestyle Coach Program



This three-level program is based on the techniques that have helped thousands of people increase vitality, decrease stress and sculpt the body of their dreams. Each level of the HLC Program looks in increasing detail at the underlying causes of disease and stress, considering the body as a "system of systems." Using a coaching model, you will learn how these causes are preventable through healthy eating habits, lifestyle management and different types of exercise. You will understand why every meal, every bout of exercise and every late night has a hormonal consequence. You will be given tools, such as in-depth questionnaires, to assess your clients and allow you to determine their readiness for change. This program exceeds anything you will learn in any other "wellness course" ... this is Holistic Lifestyle Coaching the CHEK way!

THE C.H.E.K INSTITUTE

The Corrective Holistic Exercise Kinesiology Institute is an elite educational facility based in California, USA. The C.H.E.K Institute specializes in advanced-level education for fitness and health-care professionals.

The company's approach to exercise and wellness stems from the training and clinical experience of the institute's founder, Paul Chek. His multi-disciplinary background is reflected in the philosophy of the C.H.E.K Institute - a person should function at optimal health and performance and be able to meet the demands of his environment, whether sitting in an office or engaged in professional sports. The C.H.E.K approach emphasizes assessments followed by personalized programs to ensure success at all levels.



C.H.E.K Institute
Sycamore Business Center
2105 Industrial Court
Vista, CA 92081 USA
760.477.2620
800.552.8789
info@chekinstitute.com
Fax: 760.477.2630
www.chekinstitute.com

HOW TO REGISTER

Space is limited! - Please call to check availability.

1. Select the course date and location you wish to attend. A complete worldwide schedule is available on the C.H.E.K Institute's website.
2. Register online at www.chekinstitute.com or download the registration form from the C.H.E.K Institute website, or request one to be sent to you by sending an e-mail to info@chekinstitute.com.
3. Complete the registration form in full and sign all pages where indicated. A digital signature is accepted, or you can print the form out and sign it in ink.
4. Select a payment option. See page 6 or the registration form for details.
5. Return the completed form to the C.H.E.K Institute by fax, mail or e-mail, together with your payment. Places in any course are not secured until the completed registration form and payment is received by the C.H.E.K Institute. Payment made be made by Visa, MasterCard, Discover, American Express, check or money order in US\$.
6. If you wish to telephone with your credit card details, rather than enter them on the registration form, please call the C.H.E.K Institute between 8am and 5pm PST Monday to Friday. One of our team members will be happy to help you! You will still be required to complete and return the registration form to finalize your course registration.



YES! I am interested in the CHEK Golf Performance Series. Please let me know when you are holding a course in the following area(s):

Course Location: _____

Name: _____

Address: _____

City: _____ State: _____

Zip / Post Code: _____ Country: _____

Phone: _____

E-mail: _____

Mail or fax to C.H.E.K Institute (address on back cover)
Or complete the form online at www.chekinstitute.com



C.H.E.K Institute

Sycamore Business Center

2105 Industrial Court

Vista, CA 92081 USA

800.552.8789

760.477.2620

info@chekinstitute.com

Fax: 760.477.2630

www.chekinstitute.com