



VISION54[®] 



What is VISION54?

VISION54 is many things...it's a number, a philosophy, an attitude, a process and a discipline.

54 is a number and we do believe shooting 54 or lower is possible. We don't know who is going to do it or when it will happen, but the point is, we congruently believe someone will shoot this score.



54 is a philosophy where we look at possibilities instead of limitations and support golfers to become their own best coaches.



54 is an attitude about creating a positivity bias. The brain's default is to store negative events stronger and faster than positive ones. It's also about embracing the outlook that your past is not your future and to always focus on things under your control.

54 is a process where it all boils down to each one of us **DOING** something to learn new skills or change habits. This growth mindset and process keeps on going for as long as you want it to go.

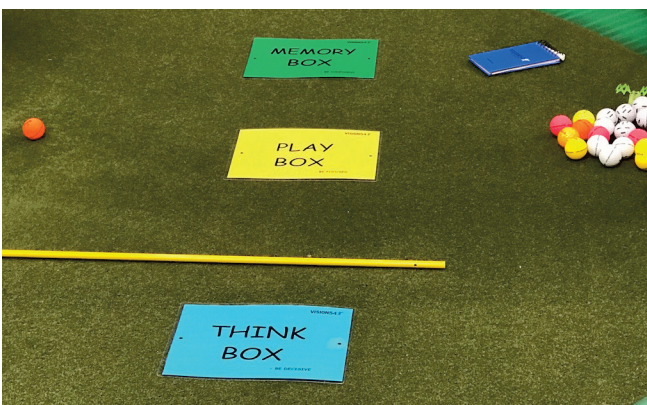


54 is a discipline. You always have the choice to manage your physical, mental and emotional state in the world that keeps on being dynamic and forever changing. The golf brain seems to have two default tendencies: over-emphasis on outcome and over-emphasis on technique. It's a discipline to manage these tendencies.

The VISION54 Human Skills of the Game

Technical Skills x Human Skills = How You Perform

The Human Skills are about creating a good performance state. What state is best for your mind, body and emotions?



- Before a Shot – **THINK BOX**
- During a Shot – **PLAY BOX**
- After a Shot – **MEMORY BOX**
- Between Shots

This training and exploration is all about what works for you when you play well, and also to recognize what you do when you get in your own way – your **MY54** and **NOT54**.

► **PLAY BOX – BE Focused!**

Every shot requires you to be focused / present / athletic until the end of the motion. No more thinking, 100% sensory. The shorter time you need the easier it is under pressure.

► **THINK BOX – BE Decisive!**

Every shot requires you to make a decision in a confident way and you trusting your decision about the club, shot and your Play Box. Also get present and engaged before stepping into the shot.

► **MEMORY BOX – BE Confident!**

For every shot you want to manage what your brain stores as a memory. Be neutral / objective to shots and processes you did not like. Be positive / happy to shots and proceeds that are great / good / good enough. Emotions make memories stick in the brain.

YOUR PERFORMANCE ROUTINE



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► **BTT: Balance / Tempo / Tension Awareness – BE Athletic!**

To make good swings you want your body to be calibrated to an athletic state. Your body varies from day to day, and you always want your balance, tempo and tension levels to be what makes you swing great.



► **EMOTIONAL RESILIENT – BE Resilient!**

As you play your emotional states will vary from excited, nervous, calm, frustrated, confident to anxious. You never know before starting a round how you will be tested. This is about being in charge of your own emotional state and bounce back from any adversity. Positive emotions makes you have access to your whole brain.

► **MANAGING SELF-TALK – BE Mindful!**

As you play you will have thousands of thoughts going through your mind. You want to be sure to create a habit of productive ways of talking to yourself, and the ability to quiet your own mind when needed.

► **MASTER OF VARIABILITY – BE Adaptable!**

Every day on the golf course will be variable. Consistency is a myth. You want to learn your own common tendencies – what you do when playing great and how you get in your own way. Those tendencies can be consistent! By recognizing these tendencies you can start to manage yourself on the course, no matter what happens each day – and you will be a master of your own variability.

► **MY54** – what you do when you play great

► **NOT54** – how you get in your own way

VISION54 Synergy Options

Our goal is to create synergy among us as teacher and coaches of the game. How can $1+1 =$ lots more than 2. Here are 3 synergy options for you to consider.

Be A Player training program. It's 8 weeks of remote training. Every Monday, we post a PDF, video clip and audio clip on CoachNow's team space. The PDF includes trainings to do at home, on the practice area or on the course.

The price of the training is \$500. You sell it to your students and pay us \$400/student. You make \$100/student. All we need is their names and email addresses.

Your investment is \$0. You make \$100 per student. You as a teacher also take part of the training and can guide and follow up with your students.

<https://vision54.myshopify.com/products/be-a-player-training-program>

Our self paced MYGAME - online golf school. See link below. You would sell the program to your students, and you can build in extra coach sessions with them during the 9 segment training. You can do it in person and digitally. You buy enrollment keys from us, after you have sold it to your students for whatever \$ you want.

Buy one series for \$150 (full price is \$225)

Buy the complete curriculum \$400 (full price is \$600)

Your investment is \$0. You make \$75-\$200 per student

<https://www.vision54.com/mygame>

Create a "book club" program with your students, in person or virtually.

Read hardcover or ebook or listen as an audio book

Be A Player - read or listen

Every Shot Must Have A Purpose - read or listen

For these two books we have a work book/study guide.

The PDF costs \$25 and then you can share the pages you want with your students.

Your investment is \$25

AND we have a new remote coach training!

For you as a coach we have our new **SuperCoach54** 9w training (and with an option to do 9 more weeks) we do also using the CoachNow team space. We start the third class on June 1st. We are able to cover so much more than we ever could during our 3-4 day coach trainings. See link below.

<https://vision54.myshopify.com/collections/remote-coaching/products/supercoach54-training-program>

At VISION54 we have one main intention of supporting golfers to play better ON the course and ENJOY the game more.

VISION54 is a number, a philosophy, an attitude, a process and a discipline. 54 is a number and we do believe shooting 54 or lower is possible. We don't know who or when, but the point is that we believe humans are capable of doing it. It's a philosophy where we look at possibilities instead of limitations and support golfers to become their own best coaches. It's an attitude about creating a positivity bias, your past is not your future, and to always focus on things under your control.

VISION54 targets the whole person, not just the technical aspect of the game.

We believe there are two sets of golf fundamentals, technical and non-technical. The non-technical fundamentals we call playing skills or human skills. They are the skills you need to play on the course, to manage yourself before, during, after and between shots.

We look at the reality of golf and what elements influence your performance. The elements are physical, technical, mental, emotional, social and spirit of the game. To make this come alive we created the Human Skills golfers need to complement their technique – Think Box, Play Box, Memory Box, Balance, Tempo, Tension Awareness, Emotional Resilience, Managing Self-Talk, and Master of Variability.

We believe that you have a unique strategy for playing great golf and we want you to take great care in discovering what works best for you, MY54. By doing this, you will gain clarity about your unique strategy for playing great golf, and therefore will achieve it more often.

VISION54 Co-Founders

Lynn Marriott and Pia Nilsson are co-founders of VISION54. Internationally recognized, both Marriott and Nilsson are featured among *Golf Digest's* 50 Greatest Teachers. *Golf Digest* ranked them as the #1 and #2 female instructors in America.

Thousands of golfers from around the world and with all skill levels have attended their #1 ranked golf programs. They have experienced the game changing concept of VISION54. They have more fun and play better golf ON the course!

Lynn and Pia have coached players to well over one hundred tour victories on the LPGA Tour, PGA Tour, European Tour, Ladies European Tour, and Japan Tour. They've coached nine different major winners and four #1 ranked players in the world.

Marriott and Nilsson are co-authors of four best-selling books: *Every Shot Must Have A Purpose*, *The Game Before The Game*, *Play Your Best Golf Now* and *Be A Player*. They created MYGAME, an online Virtual Golf School, an iPhone app to give golfers easy access to VISION54 skills and options of remote trainings



Lynn Marriott & Pia Nilsson

VISION54.com

