

Golf and The Art of Business

- Chapter 4: Preparation
 - Making a plan
 - Turning up on time
 - "Showing up" in your head
 - Not rushing to the course/meeting
 - Sustenance during a round
 - Having the right equipment
 - Not changing equipment every five minutes

- Chapter 5: The 1st Tee
 - Getting it off the tee
 - Pre-shot routine

- Chapter 6: Playing from the Fairway
 - It's easier from the fairway than the rough
 - Course management v business strategy
 - Getting the ball back in play
 - Getting out of bunkers

- Chapter 7: Staying in the "Business" Moment
 - It's not how, it's how many
 - Say it, see it, do it
 - Concentrating 40 secs at a time
 - Thinking about your target
 - How do you react to a bad shot?

- Chapter 8: Is Putting like Sales?
 - 300 yards or 3 ft = 1 shot
 - Reading greens
 - Not leaving it short
 - Missing on the high side

- The reader
 - To whom are we writing?
 - What "am" I do them as I write?
 - Who is the customer/reader?
 - What's the Subject Area?
 - Get inside the mind of your reader

- Ideas
 - Practice & business perfection

- Chapter 1: Introduction
 - About me
 - Why this book?

- Chapter 2: Learning the Game
 - Golf coach v Business Mentor
 - Planning your round
 - Follow the numbers
 - Playing lessons

- Chapter 3: Practice makes Perfect
 - Practicing not beating balls
 - Consistent practice over time