



## DON'T MISS THE CHANCE TO LEARN FROM ONE OF EUROPE'S LEADING PUTTING COACHES.

Harold Swash has more than 40 years' of experience in the golf industry as a coach, golf club designer and inventor of putting training aids.

Harold has coached many of the top professional and amateur golfers with his innovative putting training techniques including Pdraig Harrington, David Howell, Colin Montgomerie, Niclas Fasth, Darren Clarke, Ian Woosnam, Constantino Rocca and Sir Nick Faldo to name just a few.

As a result of his passion for coaching, with the help of his Director of Instruction Philip Kenyon, Harold brings to the golfing public his Putting School of Excellence and his team of Accredited Instructors worldwide.

The Harold Swash Putting Schools 'Accredited Instructor Programme' is aimed at improving golf coaches putting specific knowledge and practice, helping them focus on a neglected area of coaching and fitting.

The Programme is a 'Three Tiered' programme offering attendees a hierarchy of coaching qualifications.

Delivered through a range of theory and practically based seminars the programme will give the attendees an in-depth insight into the Harold Swash Coaching Philosophy, a philosophy that has helped some of the world leading golfers.

A philosophy that has enabled amateur golfer worldwide to enjoy the game more through mastering the game within the game through its simple fundamentals that can be applied regardless of your standard or experience.

# Accredited Instructors Programme

**HAROLD SWASH**  
PUTTING SCHOOL OF EXCELLENCE



**This Putting Programme is the sum of over 45 years of Teaching experience on Tour and these recent successes:**

**Coach to 3 European Ryder Cup 2010 Team members**

**Current Coach to 15 European PGA Tour members for 2011**

**Various PGAs across Europe, Asia and Australia accepted us as MSR Point provider**



„HAROLD'S COACHING PHILOSOPHY AND TECHNIQUES HAVE REALLY HELPED ME IMPROVE MY PUTTING. IF YOU GET A CHANCE TO WORK WITH HIM I'D RECOMMEND IT“

PADRAIG HARRINGTON



„I HAVE WORKED WITH PHIL KENYON SINCE 2008 AND HE HAS HELPED ME DEVELOP MY PUTTING IN MANY WAYS! I BELIEVE THAT PHIL'S EXPERIENCE WITH TOUR PLAYERS AND THE FACT THAT HE HAS BEEN WORKING CLOSELY WITH HAROLD SWASH FOR A LONG TIME, MAKE HIM ONE OF THE MOST QUALIFIED PUTTING COACHES WORLDWIDE.“

HENRIK STENSON

**Phil Kenyon was a 2010 Ryder Cup Team Coach.  
His past and current players are**

**Henrik Stenson, Martin Kaymer, Ross Fisher, Darren Clarke, Edoardo Molinari,  
Thomas Bjorn, David Horsey, Richie Ramsey, Rob Coles, Oliver Fisher,  
Richard Finch, Michael Hoey, Simon Khan, Danny Willet, Matt Haines, Mark Brown,  
Joost Luiten, Oliver Wilson, Mark Foster, Maarten Lafeber, Alex Noren,  
Peter Fowler, Ken Ferrie, Barry Lane, Ian Garbutt, Michele Reale, Sam Hutsby,  
Tommy Fleetwood, Andrew Butterfield**



Darren Clarke



Ross Fisher

# Accredited Instructors Programme



The Multi-tiered programme and its modular support will enable teaching professionals worldwide to increase their putting specific knowledge, practical experience and **be able to make use of modern technology** so that they can develop a specialist putting programme in their region as well as benefiting from our PGA Tour Experience.

Working their way through the levels and modules of the Harold Swash Accredited Instructors Programme will enable the professional to:

- Understand the Harold Swash putting philosophy, techniques and how to coach it
- Be promoted as an official Harold Swash Accredited Instructor
- Have their own profile and promotion on Harold Swash website
- Have access to the private members section of the website with Download Area and Putting Forum
- Receive continual development and support from Harold Swash Putting Ltd
- Receive discounts on specific training aids and equipment



The benefits of the programme will ultimately lead to:

- A higher profile as an instructor
- Increased revenue from coaching
- Increased revenue from putter sales
- Increased revenue from Training Aid sales



# Accredited Instructors Programme



## LEVEL ONE INSTRUCTOR

- Attendance of Level One residential course (2 days)

### Benefits

- Introduction to HSPSE philosophy and HSPSE Putter Fitting Programme
- Certified Harold Swash Accredited Instructor (official certificate presented)
- Promoted as level one instructor on purpose built website and targeted press releases
- Regularly newsletter with internal news

### Online Tuition modules

To advance to Level 2, an Accredited Instructor will take part in a series of online tuition modules, designed to improve the general putting knowledge and to make sure the Instructor keeps himself up to specialists standard. Modules will be available after completion of Level 1.



*Phil & Harold*



*Edoardo Molinari*

## LEVEL TWO INSTRUCTOR

- Attendance of Level Two residential course (2 days)

### Benefits

- Access to members section of accredited instructors section of website
- video footage uploads including drills, demo lessons & footage from PGA Tour Players
- up to date section for the latest product info and news forum
- Product discount on training aids
- Web profile and promotion
- Develop working relationship with Swash Putting Schools
- Active instructors will be utilized for regional tour events, putting clinics and demo days

### Advanced practical Coaching Modules

To develop into a level three instructor, the putting coach will be required to participate in a series of advanced coaching modules for coaches that work with elite juniors and Tour Players. Upon finishing these modules, the putting instructor can apply for Level 3.



*Martin Kaymer*

## LEVEL 3

### Benefits

- takes part in coaching and representation activities of the Swash Putting Schools
- Lectures and presents to PGA Sections, PGA Summits or Coaching Conferences
- involved into Level and Module training
- visits PGA Tour, Senior Tour and Ladies Tour Events



*Ross Fisher, Ryder Cup 2010*

# Level 1 Accredited Instructors Programme



## Venue Address:

World of Golf, 7400 Woodpoint Dr., Florence, KY 41042, USA

## Course date:

April 2011, 18/19th

The exceptional 'World of Golf' facility is host to the 'Inaugural Harold Swash Accredited Instructors' training programme in 2011.

This is the first scheme of its kind to be launched in the USA, brought to you by the putting coach to some of the world's top PGA touring professionals.

Completion of the 2-day programme will enable the golf professional to operate as a 'Level One Accredited Instructor' and be promoted by Harold Swash Putting Schools worldwide as a recognized partner.

Ultimately they will be able to run clinics and do custom fitting as a recognized and certified professional.

The programme offers an in-depth introduction into the Harold Swash coaching philosophy conducted through a combination of practical and seminar-based sessions. **The US Accredited Instructors programme is presented by HSPSE Director of Instruction and European Tour Coach Phil Kenyon (PGA) and Level 2 Accredited Instructor Michel Monnard (PGA).**

PGA professionals may benefit from MSR points awarded by their PGA section for attending the 2-day Accredited Instructor Programme.

1. Gain an introduction to the tour-proven HSPSE philosophy and methodology
2. Increase technical knowledge and development as a qualified putting instructor to teach putting and do fitting assessments
3. Be promoted as an official Harold Swash Instructor
4. Increase revenue potential through 'Custom Fitting' capabilities
5. Have the capability to interpret and assess ball roll dynamics through video capture technology



Phil Kenyon with Henrik Stenson

# Level 1 Accredited Instructors Programme



## DAY ONE

09.00 – 09.30 am

Welcome & Introduction

09.30 – 10.30 am

Data Capture

10.30 – 10.45 am

Coffee Break (Data preparation)

10.45 – 11.30 am

Harold Swash Coaching Fundamentals

11.30 am – 1.00 pm

Harold Swash Coaching Preferences  
and Assessment procedure

1.00 – 2.00 pm

Lunch time

2.00 – 4.00 pm

Attendants in-depth Analysis

4.00 – 5.00 pm

Putter Fitting

5.00 – 6.00 pm

Overspill, Q & A



*Henrik Stenson*



*Martin Kaymer*

# Level 1 Accredited Instructors Programme



## DAY TWO

09.00am – 1.00 pm

The World of Practical Putting  
Coaching, Teaching Aids, Drills,  
Putter Fitting

1.00 – 2.00 pm

Lunch time

2.00 – 2.30 pm

Use of the Website login area,  
instructors forum, marketing

2.30 – 3.00 pm

Learning Control Exam

3.30 – 4.00 pm

Certificates, Pictures, Feedback Forms

4.00 – 5.00 pm

Overspill, Q & A

**Price: 1400 US\$/person**

to be paid up front with reservation

Package includes:

- Free first year HSPSE membership fee (300 US\$ value)
- PGA MSR points and/or LPGA Continuing Education credits upon our request in your Section
- Course booklet and CD
- Accredited Instructors Certificate
- Room & board are additional
- Preferred rates at Microtel are available



*Level 1 course China*



*Learn how to best hold the putter*

# Swash Putting Schools Staff Members



## **Harold Swash Putting School of Excellence Europe Director of Instruction**

Phil Kenyon, PGA UK&I  
Email: [Phil@HaroldSwashPutting.co.uk](mailto:Phil@HaroldSwashPutting.co.uk)  
Phone: +44 774 3072 801  
Harold Swash Putting Ltd.,  
Formby Hall Golf Resort & Spa,  
Southport Old Road, Formby, Southport, England, L37 0AB



## **Swash Putting Schools Worldwide Area Director Australia, South Africa, Middle East, Latin America & USA**

Michel Monnard, PGA of Spain  
Mallorca / Spain  
Email: [Michel@SwashPuttingSchools.com](mailto:Michel@SwashPuttingSchools.com)  
Phone: +34 639 635 634



## **General Manager Asia**

David Largent  
Hong Kong  
Email: [David@SwashPuttingSchools.com](mailto:David@SwashPuttingSchools.com)  
Phone: +852 90 935 826  
Phone: +31 652 665 076

# Swash Putting Schools Staff Members



**Swash Putting Schools Asia  
Level 2 Accredited Instructor**

Shay Smart, US PGA  
Hong Kong  
Email: [Shay@SwashPuttingSchools.com](mailto:Shay@SwashPuttingSchools.com)  
Phone: +86 1350 221 0770



**Swash Putting Schools Europe  
Level 2 Accredited Instructor**

Rob Mouwen, PGA  
Holland  
Email: [Rob@SwashPuttingSchools.com](mailto:Rob@SwashPuttingSchools.com)  
Phone: +31 652 665 076

**A great testimonial for our Level 2 Accredited Instructor Jonas Wulker (Sweden):**

"Jonas Wulkers knowledge and his school at Blixtorp is the best way to develop your putting! It took me all the way to the Ryder Cup!"

**Peter Hanson (Sweden)**

4 time European Tour winner  
2010 Ryder Cup Team Member  
2010 Seasons earnings: 1.7 Mio US\$  
Season 2010: Race to Dubai #14  
World Golf Ranking #42

