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Australasian company tees up X Factor training for US golfers

Auckland, March XX 2014: Golfers in the United States are about to be exposed to a “secret weapon” used by some Kiwi athletes to develop their winning “X Factor” attitude.

[Golf Digest](#) has asked Jamie Ford of Foresight to share his science-based tools with players at a yet to be named tournament in the next two months.

Golf Digest is the world's [leading](#) sports magazine, with six million readers in the United States and another 1.75 million readers among 28 international editions.

Ford has already built an international reputation as a thought leader in resilience and mental toughness. The Australian Rugby Union is one that has called on his skills, as well as the Australian Government at its highest levels.

In New Zealand [Foresight](#) has an impressive list of past and present clients too, including top sports teams like Canterbury Rugby, but also large corporates and the government sector.

“People are constantly surprised when I tell them that we can actually measure the ‘X Factor’, that there’s a scientific process to it and we can help them develop it,” Ford says.

“We have used the tool to not only work with high performance athletes and coaches, but also with a range of businesses from telemarketing to financial advisers, for example.”

Ford says “attitude” is not something that is genetic, but comes mainly from accidental learning unless a quite deliberate and science-based process is implemented to develop it. Related to that, Ford says New Zealand’s “number eight wire” mentality, which means Kiwis can turn their hand to doing just about anything, is being rapidly dumbed down.

“No matter what the NZ Government says we are not going to catch up to or pass Australia, or rebuild productivity in this country, until we take a serious look at our society’s mental toughness,” he says.

“We need to look at how we can rekindle that ‘can do’ attitude.”

The Golf Digest team heard about Foresight through one of Ford’s mentors in the mental toughness field – Professor Martin Seligman, Director of the Positive Psychology Center at the University of

Pennsylvania. Ford has been working with Seligman since the mid 90's and gained a licence to use the measurement systems he developed.

“Golf Digest’s team decided it would try the process with a group of golfers to see if the theory held up,” Ford says. “We will assess a group of 50 -70 golfers on a variety of handicaps. First they will complete the X Factor test and then they will get feedback on their test results and guidance on how to use the science to improve their golf game. Finally, we will compare their tournament results with what the science predicted based on their test results.”

The findings will be published in a subsequent magazine.

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