

FOUNDATIONS FOR SPEED

One of the most common questions we get a MVMT 360 from our golfers is

"How do I hit my drive farther?"

There is no doubt that driving distance is crucial in the modern golf game. As golf courses continue to get longer and more challenging, the premium on hitting long, straight, consistent drives continues to grow.

Driving distance has increased substantially on the PGA Tour over the last 20 years but unlike the pro game, amateur golfers have not seen the same progression in distance off the tee. To illustrate this a review done by the USGA and R&A on **driving distance** found that amateur golfers with a handicap of less than 5 have only had an average distance increase of roughly 5% since 1996 compared to the 12% increase seen on professional tours in that same timeframe.

Amateur golfers are struggling to keep pace in today's distance era

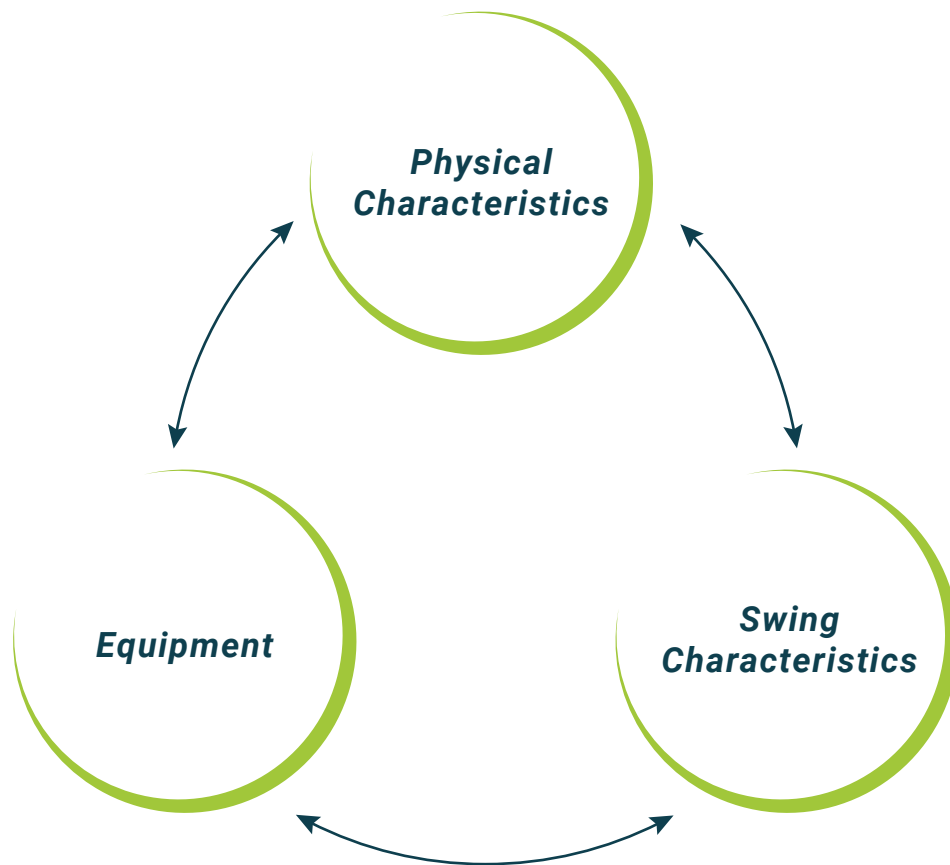
At this point with all the data available on how driving distance correlates to lower scores, it makes sense that lower handicap golfers hit the ball further on average. Increased distance off the tee can lead to shorter approach shots, more greens hit in regulation, and more birdie opportunities.

Use the chart (**Golf Digest**) below to see how you're distance off the tee compares to golfers of similar skill levels.

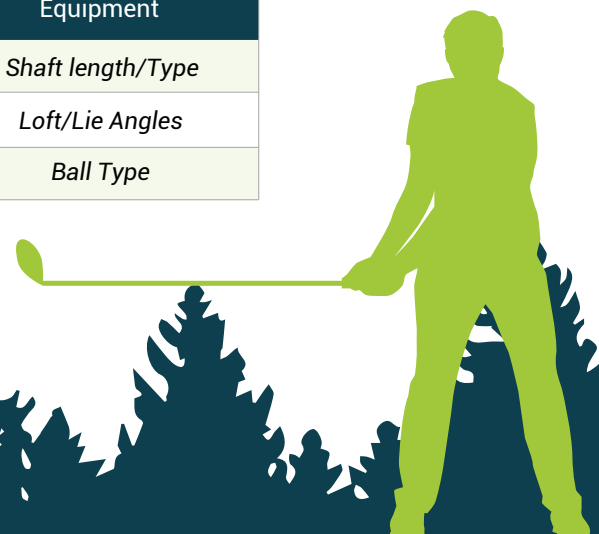
HCP vs Age (Distance Off The Tee)	Percentage of Sample Size	Yards
HCP		
Driver HCP <5	14.63%	250.93
Driver HCP 5-10 (<10)	21.94%	231.04
Driver HCP 10-19 (<19)	39.42%	215.65
Driver HCP 19-28 (<28)	17.28%	195.93
Driver HCP >=28	6.73%	177.49
AGE		
Age 20-30 (<=30)	12.97%	238.68
Age 30-40 (<=40)	25.76%	231.21
Age 40-50 (<=50)	24.17%	220.52
Age 50-60 (<=60)	21.42%	211.93
Age >60	15.69%	196.40

How did you stack up against your peers? If you're driving distances are below average don't get too discouraged because almost every golfer can make gains fairly easily by focusing on a few key things.

In our Golf Performance Program at MVMT 360, we break driving distance down into three interconnected categories. To help you reach your distance potential, you'll need to work towards optimizing each component.



Physical Characteristics	Swing Characteristics	Equipment
<i>Mobility</i>	<i>Swing Plane</i>	<i>Shaft length/Type</i>
<i>Strength</i>	<i>Ball Striking</i>	<i>Loft/Lie Angles</i>
<i>Power</i>	<i>Swing Speed</i>	<i>Ball Type</i>





While many golfers are quick to buy new clubs or take lessons to pick up the distance they are missing, very few focus on improving their physical characteristics. If you have limitations in your mobility, strength, or power, it makes it extremely difficult to access your potential off the tee no matter how good your equipment is.

Think about it, most adults slowly lose mobility, strength, and power as we age. Now combine that with the sedentary nature of most occupations/lifestyles these days and it's easy to see how body restrictions start to form limiting our athletic performance.

Research has continued to show the benefits of a strength and conditioning program in driving distance and overall golf performance. This literature **(Muscle Strength and Golf Performance: A Critical Review)** emphasizes a focus on mobility of the trunk, hips, and shoulders while developing strength and power in the legs, trunk, and arms. By focusing on these areas golfers can see increases in club head speeds between 2 and 6%.

3 STEPS TO MORE DISTANCE OFF THE TEE WHILE ALSO BULLETPROOFING YOUR BODY AGAINST INJURY

At MVMT 360 Golf we focus on a golfer's foundation, the body. Follow these simple steps targeting the 3 physical characteristics every golfer needs to improve driving distance.





STEP 1: OPTIMIZE MOBILITY

The golf swing requires all the joints in the body to move through a large range of motion at high speed. Not only that but this high velocity movement occurs repetitively over the course of a round or practice session. It's important to maintain joint mobility and stability as well as muscle flexibility to generate power in the golf swing.

If you are a golfer who works 40+ hours per week at a desk job and often feels tight or stiff, working on mobility is the first step to take towards increasing your distance. A lack of mobility in key areas can lead to suboptimal swing characteristics that drain power out of your golf swing.

Improving mobility has been shown to improve performance and can potentially decrease the amount of stress on certain areas of the body that the golf swing creates. Gaining mobility does not have to involve complicated drills that force your body into uncomfortable positions. In fact, we have found that low to moderate intensity mobility drills performed consistently over a period of time can be effective.

While mobility of your hips and shoulder are super important, one area that has the biggest bang for the buck tends to be your thoracic spine. Any limitation in how well your spine rotates is going to limit your backswing and decrease the power of your golf swing.

Here's two mobility drills that you can get started with targeting thoracic rotation. Start with drill one and progress to drill two when you're ready. Pick the drill that is most comfortable for you!

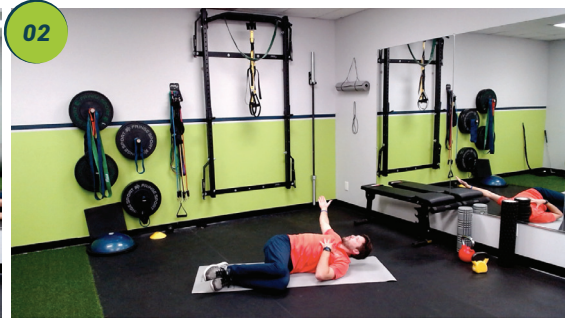
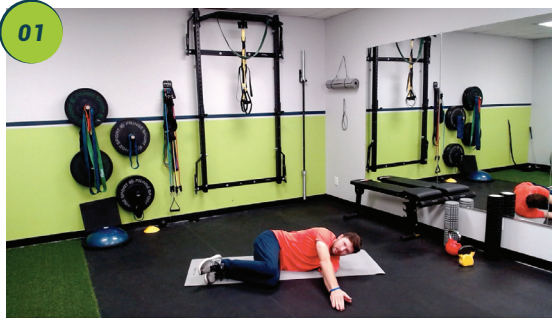
TIP

IF YOU'VE GOT ANY KNEE OR WRIST INJURIES STICK TO DRILL ONE.



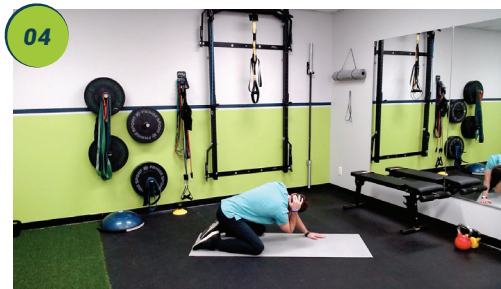
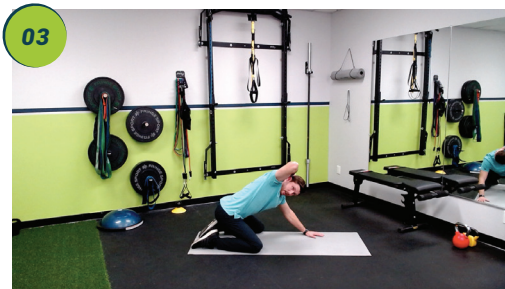
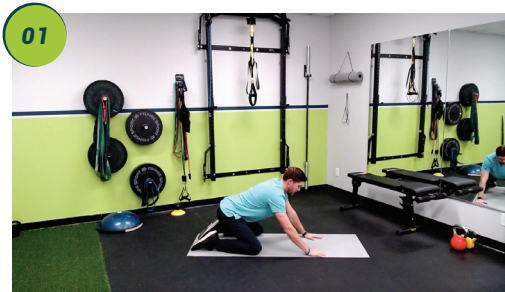
SIDELYING THORACIC ROTATION

2-3 Sets @ 10-15 Reps in both directions. Hold the rotation at end range and take a deep breath letting the chest turn further during the exhale.



QUADRUPED THORACIC ROTATION

2-3 Sets @ 10 Reps in both directions. Make sure to keep the butt down close to the heels as you rotate in order to isolate the mid thoracic spine.



TIP

DON'T LIFT THE BUTT UP AS YOU ROTATE. KEEP THE HIPS BACK IN ORDER TO ISOLATE THE ROTATION AT THE THORACIC SPINE.

STEP 2: BUILD STRENGTH

Strength training for golfers has been shown to improve performance metrics in golfers of all levels. A golfer's routine should focus on building baseline strength through training the fundamental movement patterns such as the squat, hinge, push, pull, and lunge while also having more golf-specific components such as core training. Getting stronger overall has been shown to have a significant correlation to clubhead speed. This increase in swing speed has been reported to show increases in driving distance of up to 4-5%, meaning golfers can increase their drives by 8-10 yards simply by getting stronger.

A powerful swing starts with a strong lower body. Try this exercise at home by performing 3 sets of 8-12 reps 3x's per week. Be sure to add load and increase as tolerated.

KB GOBLET SQUAT + BAND

3 Sets @ 8-12 Reps with increases in load as strength improves. Keep your feet roughly shoulder width apart and make sure to press your knees out against the band as you drop into the squat.

01



02



03



STEP 3: INCREASE POWER DEVELOPMENT

In the golf swing, power is developed through creating ground reaction forces with the lower body, transferred from the ground through the core, and dissipated with the arms as the clubhead accelerates to impact.

For optimal performance, this transfer of energy occurs in a specific sequence known as the kinematic sequence. An optimal transfer of energy through the kinematic sequence leads to less energy wasted and a maximal amount of energy transfer to the ball at impact, leading to higher club head speed and greater distance.

Power development has three major components:

- 1. Muscular strength (See Step 2)**
- 2. Rate of force development**
- 3. The amount of force that can be developed at high velocities of movement**

Golfers must have baseline strength to safely and efficiently transfer power and be able to move explosively through rotational movement to develop large amounts of force at a high velocity and generate club head speed.

With this in mind, a golfers training must incorporate exercises that are specific to the needs of the golf swing. Try these two drills in order to help get your body generating rotational movements in the right kinematic sequence.

HIP TWISTERS

3 Rounds @ 1 minute working on separating the upper body from the lower body. This is a great prep routine before the med ball toss to get the hips firing first in your kinematic sequence.



MED BALL SIDE TOSS

3 Rounds 8-10 Reps working on generating power through the legs and firing the hips through.



Playing the best golf of your life this year doesn't have to be a complicated or tedious process. Spending some time working on improving your mobility, gaining strength, and power while also working with your swing coach on technique can go a long way to hitting the ball farther and shooting lower scores.





WANT TO TAKE YOUR GOLF GAME TO THE NEXT LEVEL?

If you are serious about improving your game, it's best to develop a complete game improvement strategy based on your unique needs and goals. In our Golf Performance Programs here at MVMT 360, we start by performing a thorough assessment of you, your body, and your swing to see where we can make the most impact. We'll be able to see exactly what may be holding you back and then develop a comprehensive program individualized just for you.

