

# Isaac Calden, PGA Instruction Portfolio



## My Teaching System

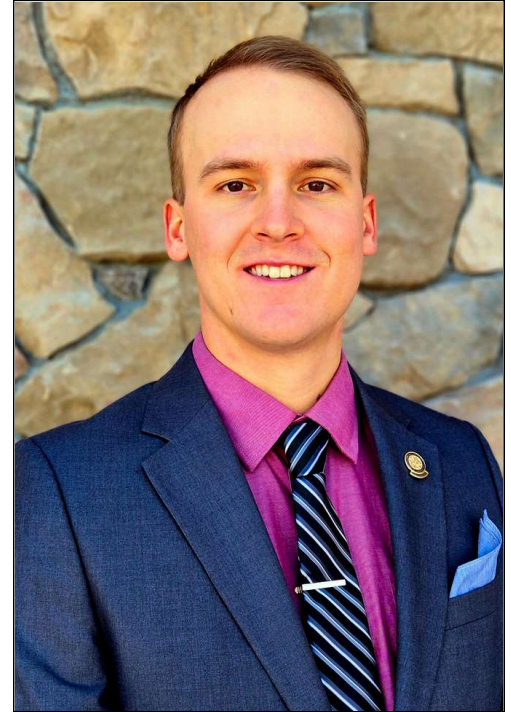
The core of my teaching system is communication. Deep knowledge of the golf swing, biomechanics, equipment, and launch monitor data is irrelevant if it cannot be translated into clear, actionable guidance. Golfers should never be burdened with deciphering technical jargon—it is the instructor’s responsibility to simplify complex concepts into directions that golfers can immediately understand, apply, and feel confident executing. When golfers clearly understand the big picture, the intricacies of their golf swing can self-correct.

It is possible to teach innovative and modern golf instruction without the overuse of technology. Overthinking is such a common issue among golfers, and overdependence on technology leaves golfers without the vital skills actually needed to perform on the golf course. Any technology I use is for a specific reason ... to be objective in measuring improvement. The right balance of launch monitor data, strokes gained data, and video analysis provides a solid basis to assess progress.

I integrate drills and exercises into my instruction that provide golfers with immediate, tangible feedback. These drills are designed for independent practice, equipping golfers to continue improving without constant supervision. Because ultimately, my job as an instructor is to empower golfers to play golf at the skill level they desire without needing me at their hip providing feedback on every swing.

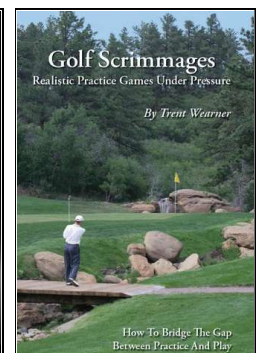
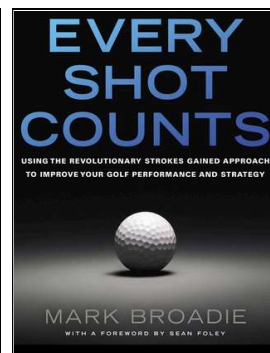
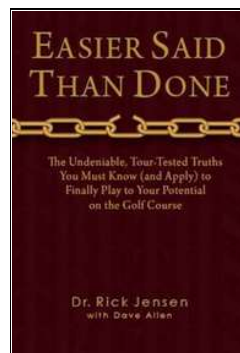
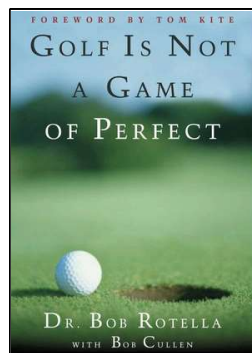
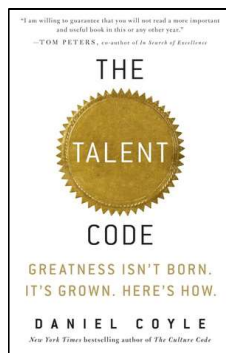
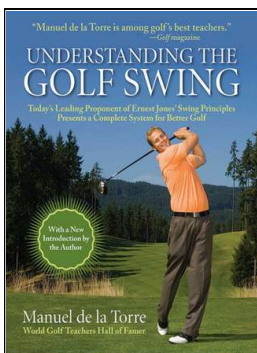
A cornerstone of my system is on-course instruction. Limiting instruction to driving ranges or simulators does a disservice to golfers. My ultimate mission is to help players lower their scores and enjoy the game more, which almost always involves refining their on-course strategy and mindset. Many golfers can drop their scores without altering their swing by simply adjusting their decision-making process and building confidence. As the brilliant sport psychologist Dr. Roberta Kraus taught me, “less is best”.

Finally, I believe in maintaining a growth mindset. The golf instruction landscape is ever-evolving, and I am committed to staying open to new evidence, ideas, and methods that can enhance results for my clients. Without being accountable for the results and willing to change, we as professionals will come up short in creating the most engaged and fulfilled golf community possible. Adaptability and innovation are essential to achieving continued success for golfers and for the future of the industry.



## Some of My Inspiration:

*“It has to be understood. It has to be proven correct. It must be undeniable.  
And it must be simple ... must be simple” - Manuel De La Torre*



# Golf Made Simple Teaching Experience

## About Golf Made Simple

Established in 1999, Golf Made Simple is a premier golf instruction company committed to simplifying the game for golfers of all levels. While working with Hampton Golf, Troon, Marriott Golf, as well as independent golf courses ... GMS has taught over \$35,000,000 in golf lessons since 2004. Accomplished through taking care of the over 13,000 golfers who have attended a GMS program. Our mission is clear: to make golf enjoyable by focusing on each golfer's improvement and satisfaction. We provide a simple, comprehensive approach to golf instruction for all skill levels.

## Golf Made Simple Training

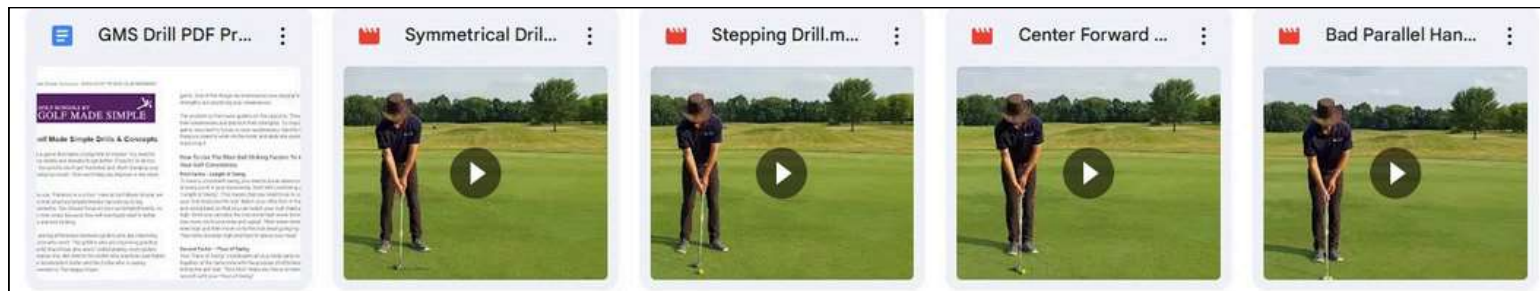
- To become a Certified GMS Instructor I completed a five week, 240 hour training focused on how to deliver effective lessons.
- Participated in a 30 hour Instructor Training Weekend focused on building team camaraderie and coaching skills.
- Took turns presenting in a weekly 1 hour team meeting to continuously discuss new ideas and ways to improve.
- Learned the cores of simple instruction including communication styles to different personalities, diagnosing the "root cause" of the problem through effective questioning, avoiding common faults in teaching etiquette, and how to follow a system.
- Applying the method of "Ask Don't Tell" to better understand WHY golfers want to improve and to check their understanding.
- How to engage groups and encourage participation from the golfers when presenting lessons and concepts.
- Integration of simple drills and games into the lessons to empower golfers to improve on their own and practice effectively.
- Demonstrating professionalism and outstanding etiquettes with greetings, lunch procedures, and lesson closings.
- Understanding how to build relationships through empathy and genuinely caring for the customer experience.

## Notable Teaching Experiences

- Taught over 500 golfers from 14 different countries and close to 3,000 holes of on-course instruction.
- Created instruction videos and printable resources for golfers to utilize in their continued improvement and practice.
- Built relationships with a diverse demographic that includes golfers who frequent the best golf resorts in the world and members of private clubs such as; Sebonack Golf Club, Southampton, NY | Quaker Ridge Golf Club, Scarsdale, NY | Hudson National, Croton-on-Hudson, NY | Martis Camp, Truckee, CA | Silverleaf Country Club, Scottsdale, AZ | The Vintage Club, Indian Wells, CA | Bighorn Golf Club, Palm Desert, CA | The King Kamehameha Golf Club, Waikapu, Maui, HI

### Instructor Drill Presentation Template

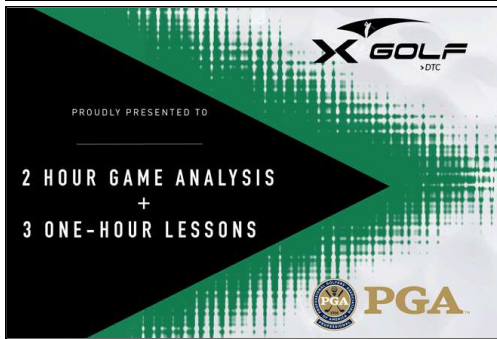
1. *This is the drill*
2. *Demonstrate the drill correctly*
3. *This is **WHY** we are doing the drill (make sure they understand how it relates to their swing)*
4. *Show the drill correctly again*
5. *Show the bad way to do the drill (make sure they understand how it relates to their swing)*
6. *Demonstrate the drill correctly again*
7. *Help Golfers HANDS ON to feel the drill correctly (Always ask permission before touching the Golfer)*



# XGolf Denver Teaching Experience

## XGolf Teaching Programs Implemented

- **Bombs & Brews Driver Clinic** - A fun event for 10 participants where we focused on key elements to driving distance and concluded with a long drive contest. Breckenridge Brewery sponsored the event with new beer tastings and long drive prizes.
- **Corporate Event for Chubb Insurance Resulting in Weekly Clinics** - Held a 2 hour beginner golf clinic for 12 employees of Chubb. Due to overwhelming positive feedback, the organizer scheduled 10 weeks of clinics with up to 6 golfers per clinic. This opened up new revenue opportunities that no other XGolf in Colorado had previously done with corporate events.
- **Game Analysis with Lesson Packages & On-Course Instruction** - Each new client received a 2 hour game analysis to measure their starting point and set a plan for improvement. I made an agreement with the nearby Wellshire Golf Course to provide on-course instruction as a critical piece of each lesson series. The indoor options allowed for superior off-season training as well.
- **Strategically Built Up a Lesson Book from Scratch** - As a brand new facility, I needed to be creative to attract clientele and spread the message of our new offerings. This included donating certificates for a game analysis and 3 hours of lessons to local fundraisers. I also participated as a sponsor in scramble tournament and offered a free swing analysis to golfers passing by our booth on the course. Another creative, fun initiative was including a free game analysis as a prize in our weekly leagues for the highest net score ... which fostered some great banter and camaraderie among the leagues.



# Additional Coaching Experience & Education

**The First Tee 2016 to 2020** - My role at The First Tee of Pikes Peak was to ensure the junior golfers are safe, having fun, learning key golf fundamentals, and applying the nine core values of The First Tee: respect, responsibility, confidence, courtesy, sportsmanship, honesty, integrity, perseverance, and judgment.

**The First Tee of Pikes Peak & Girls High School Golf Clinics 2019** - Worked alongside Maggie Hartman in delivering golf clinics to girls from a variety of Colorado Springs high schools. Utilized my golf school experience to design curriculum for the clinics.

**Linkers Junior Golf at Cherokee Ridge** - Learn from Todd Laxson how to facilitate effective, organized junior golf programs.

**Colorado Springs School for the Deaf & Blind at Cherokee Ridge** - Collaborated with interpreters and group leaders to coach deaf & blind juniors through a fun and empowering three week instruction program.

**U.S. Olympic Committee FLAME Golf Clinic at Flying Horse Country Club** - Assisted with the delivery of a clinic for about 50 beginners designed to promote diversity and inclusion in golf, sports, and business.

**Eagle Ranch Junior Golf** - Assisted twice a week with The First Tee junior programs and taught private lessons with a high school player and beginner. I developed in "adaptable coaching" and communication with a 5 week program for juniors with disabilities.

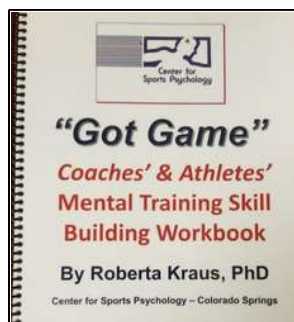
**Estes Park Junior Golf** - Volunteer Coach in 2015 and Staff Junior Golf Instructor in 2016. Under the mentorship of the Head Professional I found a passion for teaching and decided to pursue PGA Golf Management at UCCS.

**PGA Teaching & Coaching Training** - Attended PGA Show Teaching & Coaching Seminars, SCPGA Player Development & Youth Summit, and Education Seminars in Section Meetings. Listened to and engaged with speakers such as Matt Reagan with Operation 36, Dr. Rick Sessinghaus with Flowcode Academy, Tim Cusick with PGA Coaching Center Frisco, Tom Morton with Morton Golf, Trevor Ragan with The Learner Lab, Brady Riggs with PGA West, and more.

**Golftec University for a Day Training** - Attended a full day of Golftec University training with an overview of the Golftec approach. Learned about their use of video, kinematics, and launch monitors to deliver instruction and the importance of equipment fittings.

**Sports Psychology & Golf Mental Game Workshop with Dr. Roberta Kraus, PhD** - Hosted by Leighton Smith, this mental game workshop sparked my continued interest in sports psychology. Mental training has become a foundational part of my coaching.

**PGA Golf Management Teaching & Coaching** - My favorite class at UCCS that impacted my teaching the most was "Anatomy and Exercise Science, Applications to Golf" with Dr. Jeff Broker. Earned a 4.0 GPA in all PGM instruction related coursework.



# Golfer Testimonials



"I credit you with these from our Club Championship. Ladies B Flight (hc 10+) and Seniors (both gross), and 1 stroke off Club-wide Net champion. Many thanks. The swing correction I got was fundamental! I think about it every swing." -- **Lori R.**

"Hey Isaac ... Just to let you know I have 1 of my scores in the 70's ... a 78, along with 2 80's!! Anyways just wanted to let you know I'm on my way to hitting my objective of having at least 5 games in the 70's this year. Have a great summer ahead!!" -- **Fred C.**

"Isaac: Thanks for a great experience. I golfed Big Rock the next day (yes, I was sore!). My husband saw a significant improvement in my power on drives and mid-course. I was hitting 130+ yard drives – landing on the fairway! - which is darn good for me. As I mentioned before, your "personal brand" was impressive: Your image (dressed for golf success + affirming + friendly). Your competence (golf knowledge & skills). Your connecting with us (multiple points of commonality). And your intent (prepared, focus on us & our improvement + enjoyment) ... all wrapped up in your passion for golf. You've found your calling. (or one of them!)" -- **Sue S.**

"Hello Isaac, Four weeks since GMS. Attached is a screenshot of my handicap index. Down five points. My game has been steady in the high eighties. Used to be mid to high nineties with some over 100. GMS has been a game changer. Finding that doing the drills while waiting for my turn is a great help to keep my game consistent. Thanks for all your great instruction." -- **Edward E.**

"Fantastic experience! Isaac was both personable and knowledgeable. In an age of internet overload and over-complication this school delivered exactly as promised and served to simplify the swing into the base components. Can't wait to get out there and continue the journey forward!!!" **Later Follow Up:** "My driver is becoming the best club in my bag. Played 6 rounds and have easily dropped 5 strokes and trending in the right direction." -- **Joe J.**

"Hi Isaac- Thanks so much for your time and energy yesterday and for taking the time to send this email with the plan! I thoroughly enjoyed the class and plan to apply what I learned. I will get out to the website and re-commit to the drills. Good luck with your the rest of your programs at Seaview!" **Later Follow Up:** "Today- the day after our class- I got a hole-in-one on a 76 yard Par 3 at Southmoore in Bath, PA! The ball dropped 9" away and rolled into the cup. Very exciting! Your instruction is paying off!" -- **Deb B.**

Read 50+ More Real Golfer Testimonials at [www.IsaacCalden.com/testimonials](http://www.IsaacCalden.com/testimonials)



# Golf Made Simple Refresher Class Design

One of my most successful initiatives was the addition of GMS Refresher Classes designed to re-engage past clients. In May 2023 we started testing product viability with 1-Day Refresher Clinics once per month through August. Due to the positive feedback and quickly sold-out classes, we made 1, 2, & 3-Day Refresher Classes a regular staple in our schedule at the new Orlando location in November of 2023. Golf Made Simple customers who had not been to a school for 10+ years were coming back excited about a program designed specifically for them. The implementation of specialty golf schools for returning customers has been a pivotal change in the way Golf Made Simple engages with their customers and paved a new future of Golf Made Simple opportunities.

## Instructor Overview

### GMS Refresher Program

#### Overview

- Be frank, there will not be two shots in a row done without a PLAN. Prepare the Golfer's expectations. Help them change their intentions and mental focus.
- Use the questionnaire to understand what they remember. They remember what they feel, but not the specifics. We want to reignite these feelings of success. Reinforce what they forgot.
- Focal points:
  - **Balance:** everything is connected to balance and if everything is moving in balance the swing moves better. Explain the triangle of COG.
  - **Planning:** two steps plan, one step swing. Need to be in a focused state of mind before each shot. Not focused on the last shots, good or bad. See what's there.
  - **Breath Work:** most golfers are breathing into their chest and not getting the right oxygen to their body. Understand how other athletes and sports breathe. Shooting breathing work and archers.
- Use the ratings from 1-10 to score their balance, their result, and the ball strike quality.
- When it comes time to On-Course, it's time to separate context from action. If the **intention** is correct, the action will be good. Understand the scenarios they face on the golf course: are they worried about the group behind, chatty people, staying in focus with the many distractions faced. Show we understand what they feel on the course. Think 'Frantic Golfer' demonstration.

### Day 1 Schedule of Events

#### (9:30 - 9:40) Interview Time

- Understand how the Golfer is feeling that day ... physically & mentally
- Determine their personality type & profession

#### (9:40 - 11:30) Center Forward Drill & Tick Tock

- Review Results Based Approach
- 10 Balls for starting point
- Review making a PLAN. Rehearsal Swing vs. Practice Swing ... Big Difference
  - Set expectations of making a PLAN every single shot
- Review Cause & Effect of COG with more emphasis on balance.
- Four Factors of Ball Striking Practice
  - Contact (10 Balls) to 12 Yard Box
    - Explain the "balance triangle" and how most golfers do it backwards.
  - Length of Swing (10 Balls) to 12 Yard Box
  - Pace of Swing (10 Balls) to 12 Yard Box
  - Loft / Go-To Shot (12 Balls) to 22 Yard Box
    - Add Breath Work and how it pairs with Visualization
  - Combine Everything for 10 Balls to 37 Yard Box with Go-To Shot

#### (11:30 - 12:30) Personalized "Practice Like A Player"

- Based on wedge ball striking and questionnaire ... The instructor has each Golfer practice the best drill for them to an appropriate target. This could be with any club from wedges to drivers.
- Focus of the instruction is in the "think box" ... where Golfers are doing drills between each shot.
- Ensure low BPM during this practice with deliberate drills / feels before every shot.
- If Golfers are hitting shots beyond the 37 yard box ... set up a gate to hit through.

#### (12:30 - 2:00) Lunch & 20 min Break

#### (2:00 - 3:00) Putting Must Make Putts

- 3ft and 6ft tees at North, South, East, West
- Make 2 putts to move back, make 1/2 to stay put, miss both to start over

## Customer Overview



### 2-Day Refresher Itinerary

*\*Listed times vary based on location and weather ... confirmation emails will provide official times*

#### DAY ONE

##### 9:00 - 9:10 AM: Meet Your Instructor

Begin your day with a warm welcome from your Instructor at the designated meeting location. We'll set the tone for an exciting and productive day, rekindling the joy and success you experienced during your first visit.

##### 9:10 - 10:30 AM: Refresh on the Golf Made Simple Factors of Ball Striking

Rediscover your passion for the game by focusing on the key factors of ball striking. In just the first 20 shots, you'll remember why you returned to Golf Made Simple. We'll revisit the classic GMS Impact Drill, helping you achieve crisp, centered contact more consistently. Gain a deeper understanding of your swing's strengths, weaknesses, and the necessary corrections to enhance your best contact.

##### 10:30 AM - 12:00 PM: Practice Like a Player

This session is tailored to your specific needs, offering personalized coaching on everything from your driver to your wedges. We'll reinforce the "See it - Feel it - Do it" pre-shot process, ensuring you can transfer your improvements to the course with maximum consistency. Leave with a customized PLAN for improvement and a deeper understanding of GMS drills and concepts.

##### 12:00 - 1:15 PM: Lunch and Break Time

Enjoy a relaxed lunch with your Instructor, included in the program. This is your time to recharge and prepare for the afternoon sessions while your Instructor sets up for the next activities.

##### 1:15 - 2:30 PM: Putting Drills

Enhance your putting skills with GMS techniques and familiar drills taken to the next level. You'll feel a smoother stroke, solid contact, and more precise distance control. Make your practice more engaging by gamifying the experience to simulate on-course pressures.

##### 2:30 - 3:00 PM: Green Reading & Prep for On-Course Instruction

Strengthen your process for reading putts and accurately judging distances. Follow a few simple steps before each putt to drop strokes from your handicap. Rest up and stretch out in preparation for some on-course fun.

##### 3:00 - 4:00 PM: On-Course Instruction

Your Instructor will guide you for six holes of golf, offering their expert course management. Stick to the PLAN you developed earlier in the day, and you'll find new confidence on the course.

##### Recap the Day & Create Your PLAN

Wrap up the day by reviewing your progress with your Instructor. Take notes, ask questions, and solidify your PLAN for continued improvement. Understand the next steps to reach your golfing goals and leave feeling motivated for day two. You may choose to play more holes after class if you wish.

