

Picking Targets Into Greens: It's Not Always the Hole!

Helping players learn how to choose targets into greens that yield the lowest scoring average.



Story Time:

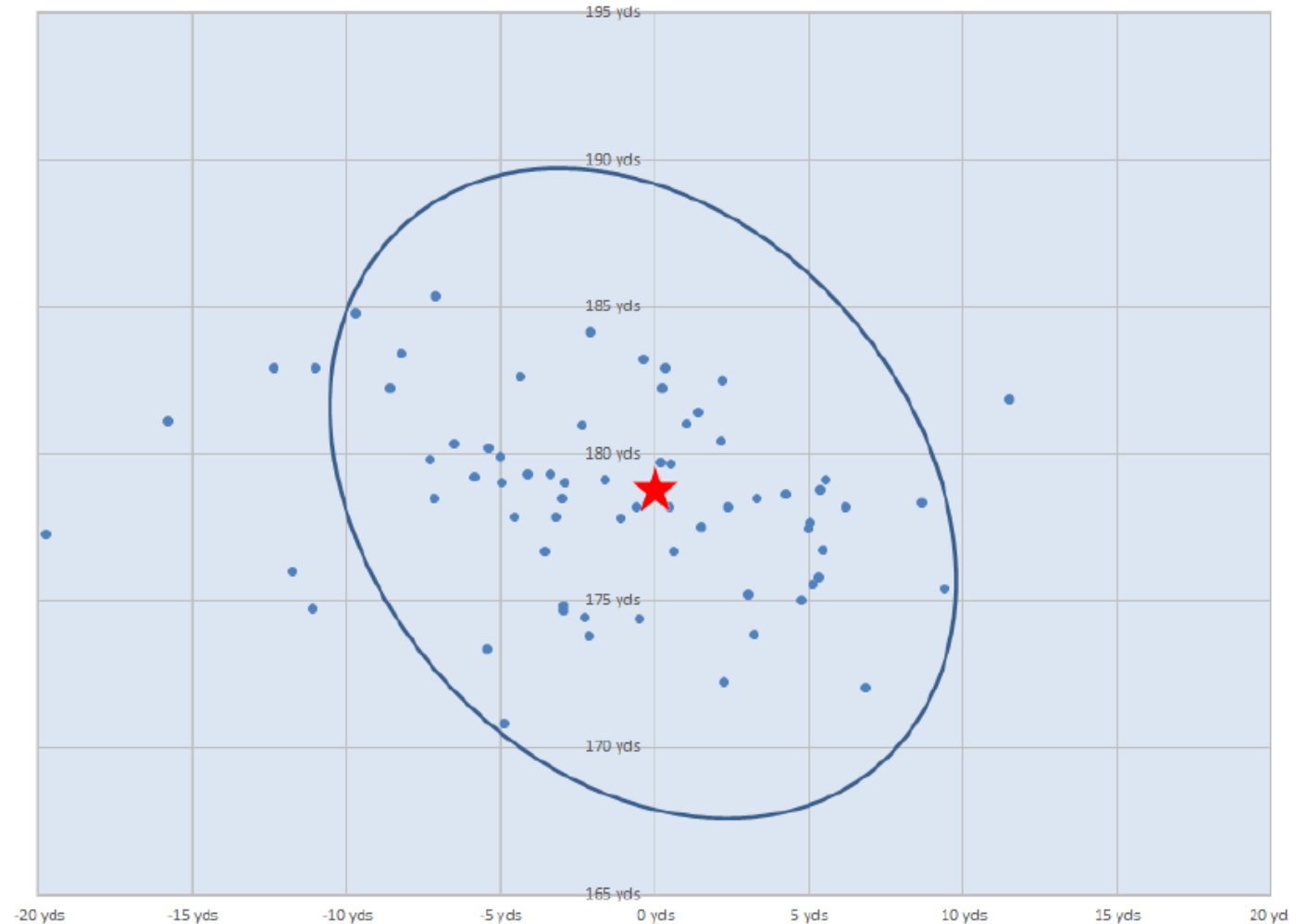
- Around 2014, a Texan who loved golf/math/poker decided to try to figure out how to play golf smarter.
- He decided to apply the kind of thinking that helps win in poker, along with some fairly simple math, to shoot lower scores in golf.
- He came up with a system he thought would lead to lower scoring. Right around that time he was asked to caddy for a high school aged kid who was a member at the same golf club in Texas. The kid's name was Will.
- Will was a good player, but was not playing great and hadn't been playing great for a while. So the Texan, Scott, agreed to caddy for Will as long as Will agreed to do what Scott asked him to do in terms of strategy decisions while playing. Scott caddied for Will in Will's next two tournaments.
- Will won both of the tournaments using Scott's system! And they were BIG tournaments: the Texas Amateur, a big event in a big state, AND the U.S. Junior Amateur, the biggest junior event in the world.
- The kid's full name was Will Zalatoris.
- Tons of college coaches heard about this story and asked Scott to teach their players the same system.
- This system is now used by thousands of people around the world and has changed the way people from pros to high handicappers make decisions on the golf course. The system is called DECADE, and we are going to learn about it now.

Dispersion: It's predictable. You can either take the fact that it's predictable into account, or you can ignore this fact!

To best understand dispersion, you need to think when you hit a shot it is more like you are shooting a shotgun, rather than a rifle. You absolutely don't know which shot within the dispersion is coming next.

You decide how to choose one target versus another by comparing the scoring average of all the balls in the dispersion of one target versus another.

Shot Dispersion Pattern: Mark Hitting 70 Shots with a 7-iron Targeting Red Star

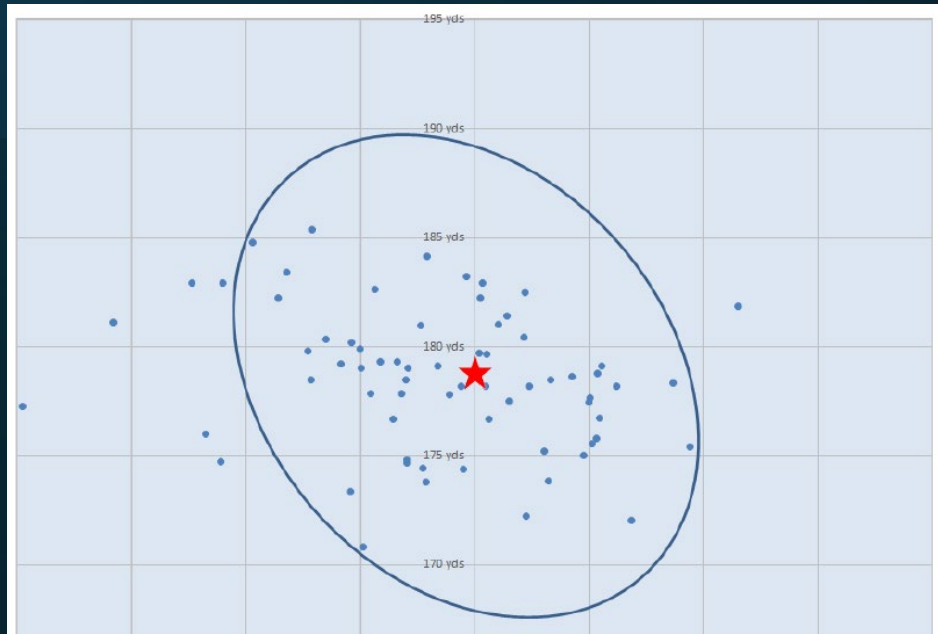


18th Green, Pebble Beach.
at Expected Number of Shots to Finish the Hole From Each Position

Not only is dispersion predictable from various yardages, scoring average is predictable from various areas on and around the green. The PGA Tour has millions of data points for average score from lie (rough, fairway, bunker) and distance on and around the green.



With these two pieces of information, we can then figure out where to center our pattern (also known as where we should try to hit the ball)?



Option 1: Go at the flag.

Target = Pin.

Expected Shots to Finish Hole = 2.01.

Assumes Mark's Shot Dispersion from Roughly 180 Yards Away in the Fairway



Target = Center of Green.

Expected Shots = 2.03.

Assumes Mark's Shot Dispersion from Roughly
180 Yards Away in the Fairway

Option 2: Go
at the center
of the green.



Target = Scott Fawcett Suggested Target.

Expected Shots to Finish Hole = 1.92.

Assumes Mark's Shot Dispersion from Roughly 180 Yards Away in the Fairway

Option 3: Go at
the spot
DECADE
predicts you will
have the lowest
scoring average.



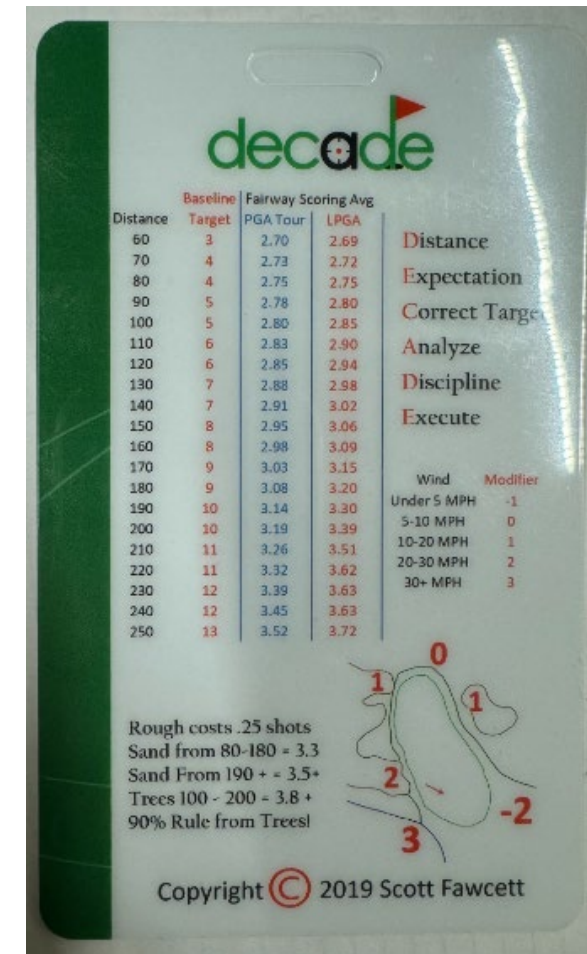
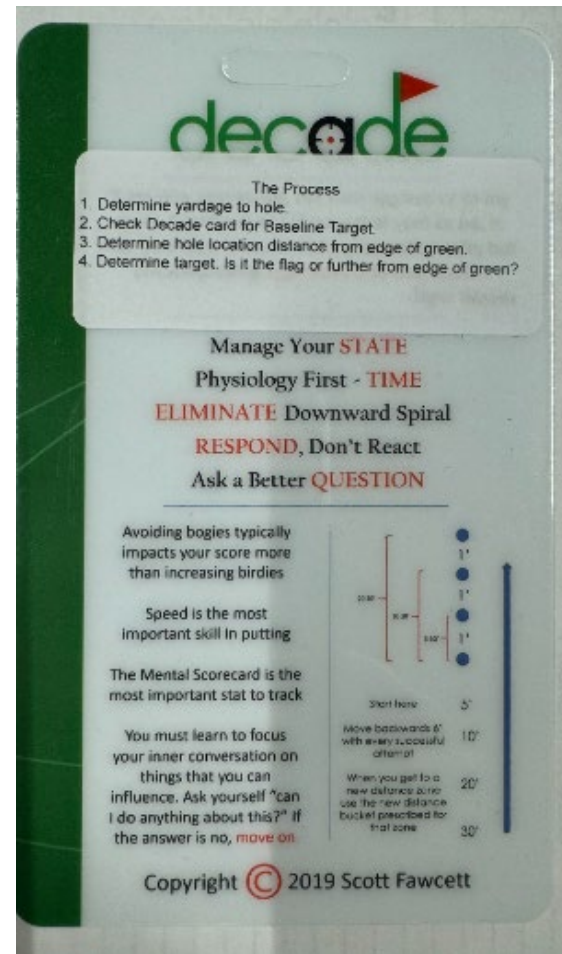
Let's do some math:

- If you decide to choose the DECADE target for 3 rounds of a golf tournament:
 - The DECADE target saved .10 shot in the example.
 - If there are 14 times a round where picking a DECADE target saves a player .10 of a shot, that would save a player 1.4 shots per round.
 - 3 rounds in the tournament X 1.4 shots saved per round is 4 shots at the end of the tournament.

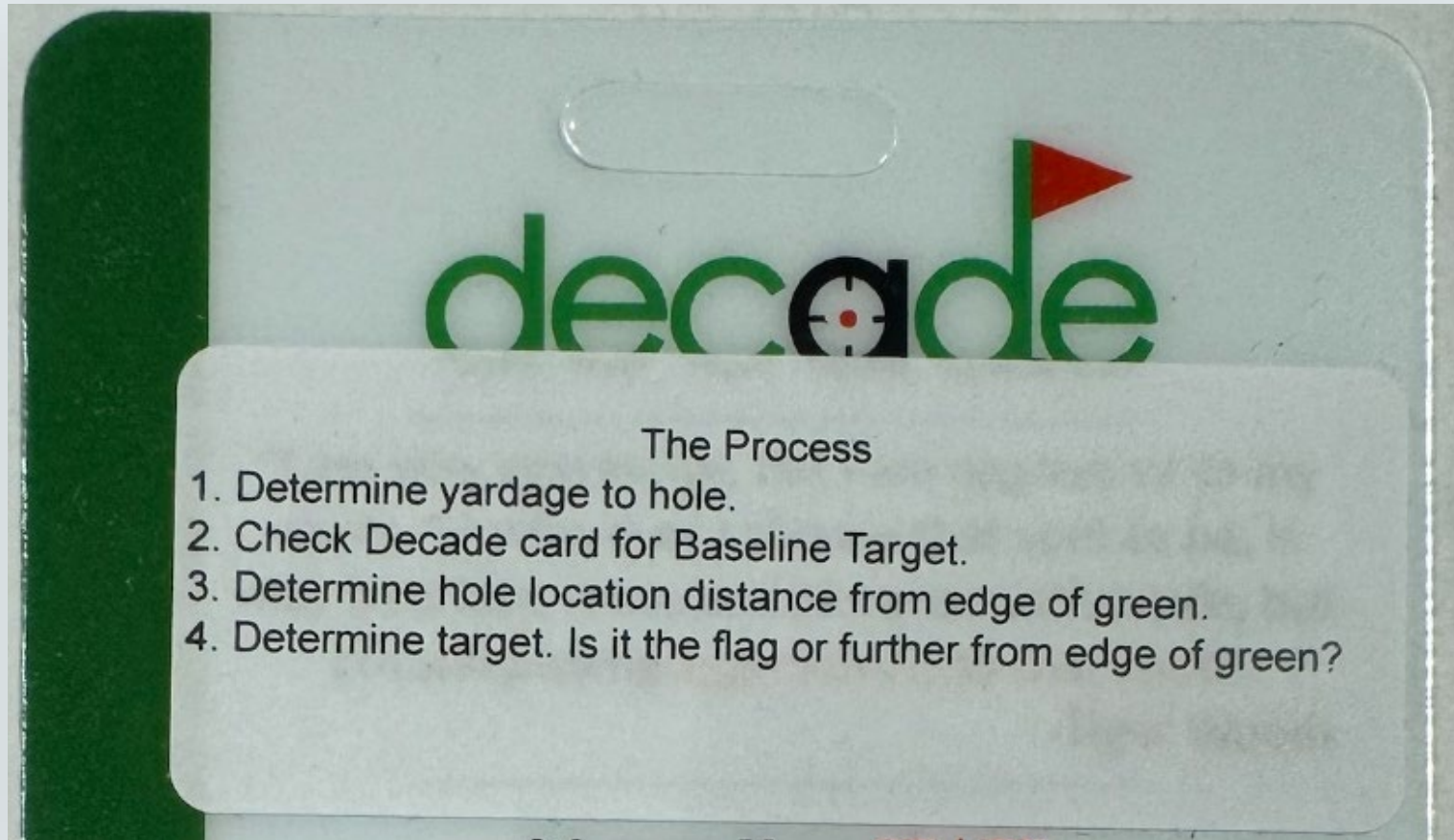


How to pick DECADE targets into greens: Take 5% of your yardage from the fairway and be sure to aim that far away from the edge of the green the hole is near. If the hole is more than 5% of your yardage from the edge of the green, go at the pin!!

- For example:
 - You hit your tee shot into the fairway and have 160 yards to the hole.
 - 5% of 160 is 8
 - The hole is cut 4 yards from the left edge.
 - Your new target is 4 yards right of the hole.



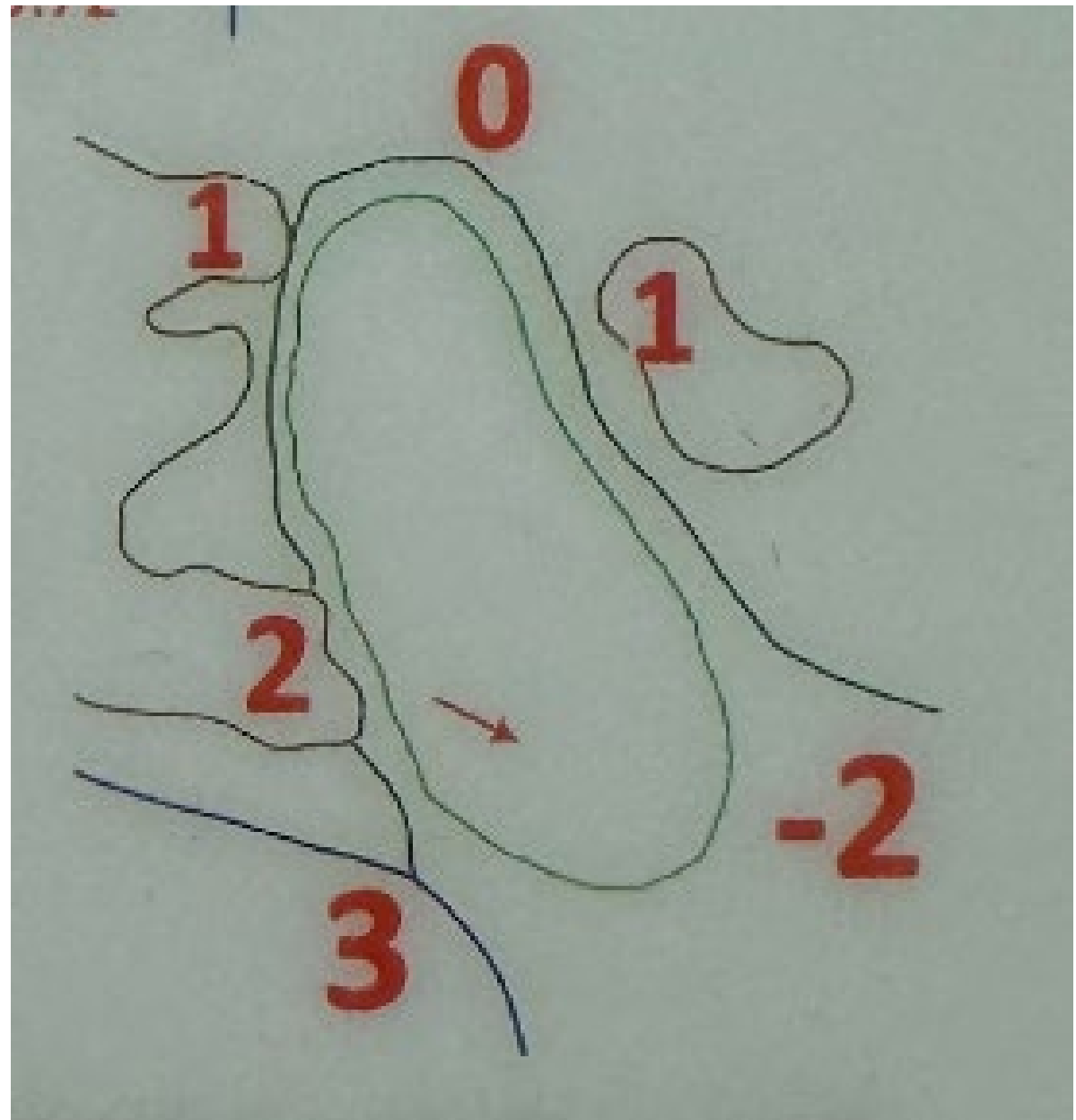
Two big things: The Process and the Baseline Target Chart



Distance	Baseline Target
60	3
70	4
80	4
90	5
100	5
110	6
120	6
130	7
140	7
150	8
160	8
170	9
180	9
190	10
200	10
210	11
220	11
230	12
240	12
250	13



Last thing, and
it's important!
Adding the
modifiers to
the baseline
target.



Some important things to remember:

- **Yes, you will hit the ball right online sometimes and ask yourself why did I aim away from the hole.** However, you will also aim away from the hole and hit the ball to a foot. All those results are part of a predictable variability.
- **When you pick a new target, you must want the ball to end up there!** Don't pick a target away from hole and then try to hit ball next to hole. That is the worst thing you could do. Have you ever done this one time on a driving range?
- **DECADE target selection is pretty much how Tiger Woods played golf.**
- **Stop trying to make birdies. Let them happen. Avoiding bogeys should be a top priority.** Golf is not about breaking the course record. If that's your only goal, go at every pin. You will eventually break a course record in your life. This is not the way to compete to win a golf tournament though.
- **If you were in a 20 player for 19 spot playoff at the U.S. Jr, how would choose a target into a 180 yard par 3 with water left and the hole cut left?** I bet you wouldn't go right at the hole. The strategy you would have in this situation is probably a good mindset for choosing targets into greens when you play every hole for every round.



NEXT STEPS:

- We will email you this PowerPoint presentation.
- We will email you the video recording link to tonight's call.
- Print slide number 10 and carry that card with you when you play!

