

The Power of Paradigms

How I Used Paradigm Flexibility to Transform Golf from a Game of Guess to a Game of Success

OVERVIEW:

GORDON JACKSON'S latest keynote address, this presentation focuses on the magic of paradigm flexibility. Gordon Jackson draws heavily from his books, *How Golf Works*, *How to Hit a Golf Ball as Straight-As-An-Arrow* and *How to Lock-In a Perfect Golf Swing*, to illustrate the power of paradigm flexibility and a positive approach to "change-management." He incorporates humor and entertaining anecdotes in this unique presentation about how he challenged century-old golfing paradigms and, through years of research and experiments, designed, developed and perfected more than 100 techniques to hit a golf ball as straight-as-an-arrow.

TOPICAL COVERAGE:

- ▲ PARADIGM PARALYSIS: WHY CONVENTIONAL EXECUTIVES (AND GOLF INSTRUCTORS) REFUSE TO CHALLENGE ERRONEOUS PARADIGMS.
- ▲ THE PARADIGM DISASTER: HOW INVALID ASSUMPTIONS AND "SHORT-CUT" TESTING CAN COST YOU TIME, MONEY AND "FIRST-TO-MARKET."
- ▲ THE PARADIGM SHIFT QUESTION: HOW I APPLIED JOEL BARKER'S "PSQ" TO DISCOVER GOLF'S FATAL FLAW.
- ▲ PARADIGM DISCOVERY: THE PROCESS OF USING PARADIGM FLEXIBILITY TO LOCK-IN A SQUARE CLUBFACE ALIGNMENT.
- ▲ PARADIGM REALITY: WHY THE AVERAGE GOLFER RARELY IMPROVES WITHOUT LOCKING-IN A SQUARE CLUBFACE ALIGNMENT.
- ▲ PARADIGM JOURNEY: HOW IT TOOK MORE THAN 10 YEARS OF RESEARCH AND THOUSANDS OF EXPERIMENTS TO DESIGN, DEVELOP AND PERFECT MORE THAN 100 TECHNIQUES TO HIT A GOLF BALL AS STRAIGHT-AS-AN-ARROW.
- ▲ PARADIGM PIONEERING: WHY ORGANIZATIONS THAT CHALLENGE CONVENTIONAL PROCESSES BEAT THEIR COMPETITION.
- ▲ THE PARADIGM CHALLENGE: WHY PARADIGM FLEXIBILITY IS ESSENTIAL TO YOUR SURVIVAL AND GROWTH IN TODAY'S ECONOMY.

ADDITIONAL FEATURE:

Meeting planners may arrange to make available to each attendee one of Gordon Jackson's "Too Simple to Be Golf" DVD's with instructions to hit a golf ball as straight-as-an-arrow.

THE POWER OF PARADIGMS is one of Gordon Jackson's most recent and popular keynote addresses. A more comprehensive coverage of this topic also is available for breakout sessions and seminars.