

performing under pressure • strategic thinking • playing to strengths • growing from weaknesses • staying creative and flexible • learning and incorporating new knowledge and skills • self-coaching, teaching, mentoring and supporting others • controlling emotions in a positive and effective manner

**BEYOND**



**GOLF**

**IMPROVE YOUR SCORE IN GOLF,  
BUSINESS AND LIFE**

Keynote presentation

by

**Richard Monette**

Planning a golf event? Learn how to take the game back to the office

*“Richard Monette is a brilliant,  
powerful and energetic speaker...”*

Cheryl Ashton  
Executive Director  
National Screen Institute -Canada



# metaphor

## THE METAPHOR - TAKING IT BEYOND GOLF

In an 18-hole round of golf, you experience the full spectrum of emotion. Golf challenges you both physically and mentally; you strive to surpass yourself and overcome your uncertainties - in short, to perform at your maximum capacity. Golf is a window through which you can identify the elements of performance that also determines your success in personal and professional life.

In "Beyond Golf -- The Keynote Presentation," Richard Monette teaches you how to look through this window and apply what you see. He uses his insightful analysis to reveal your strengths and weaknesses, and offers ways to grow beyond these. In a relaxed and entertaining style, Richard adds unique, applicable educational and developmental components to your corporate golf outing.

## THE PRESENTER: RICHARD MONETTE BSC.BED.MA

As a man who has been shaped by his own quest, Richard Monette leads a life dedicated to his passion: improving human and organizational performance. He has acquired extensive academic credentials and practical expertise in business, athletics, and education in a career spanning over 20 years.

Richard grew up in a world where sport was life and competition was joy. Then, in a 1993 ski accident, this world vanished and Richard was left barely able to walk. At first, Richard scoffed at a friend's suggestion to take up golf. But rising to the challenge, he changed his mind and quickly learned that while golf lacked in physical intensity, its particular demands could humble even the finest athlete.

Richard has pursued excellence in golf ever since, both as a master and student of the game. He has realized, through this pursuit, that the factors that make us successful on the golf course and those we need to be successful in our personal and professional lives are one and the same. Using this unique metaphor, Richard uses "Beyond Golf" to deliver innovative thinking and customized solutions to organizations and individuals who are committed to transforming their approach and achieving maximum performance.

presenter

## KEY ELEMENTS OF THE "BEYOND GOLF" PRESENTATION INCLUDE:

**1. Playing the Game** – Improving your score in golf, business and life. To children, playing comes naturally. Everything is new and exciting, viewed with a sense of wonderment. It isn't until we grow up that negative factors such as fear and insecurity come into play. To perform to our fullest, we need to recapture the focus, drive, creativity and open-mindedness of play. Richard will demonstrate how to apply this play-to-win perspective in all aspects of corporate and personal life.

**2. Being a Strategic Thinker** – Whether you're judging the wind or the grain of the grass, playing it safe or going for the green, while playing golf you are constantly assessing a range of factors. With so many variables to consider, golf becomes an incredible tool for developing strategic thinking. All the truly great players, including Ben Hogan, Jack Nicklaus, and Tiger Woods, share exceptional abilities in strategic thought.

Using the golf metaphor, Richard will discuss how to implement and develop strategic thinking. Applying this knowledge will translate into better performance all around.

**3. Adapting to Changing Conditions** – Darwin was right. It is neither strength nor intelligence which ensure survival, but rather adaptability. Adapting to change involves creative thinking, but within the parameters of change. Richard will introduce his principle of Pragmatic Creativity, teaching you how challenging limitations and boundaries can – and do – initiate creativity. Through this unique vehicle, you will learn how to generate out-of-the-box solutions that work within established systems.

**4. Avoiding the "Magic Pill"** – If you watch the Golf Channel, every day you will hear about a new technique for hitting further or putting better. Every issue of Golf Digest has a new tip on hitting better approaches or playing from bunkers. These are all "Magic Pills": ready-made answers guaranteed to work immediately. Unfortunately, when under pressure, we naturally retreat to our comfort zone and revert to familiar techniques. Rather than succumb to the lure of the Magic Pill, it is far more effective to implement a new technique by thorough testing and extensive practice. Only after we undergo this committed process will the new technique -- or knowledge -- become a natural part of our game. In his presentation, Richard will teach you how to recognize and resist Magic Pill solutions. You will learn how to apply this long-term approach of acquiring knowledge to your personal and business life.

*“I realized Richard's presentation had connected with the participants but it was not until days following the staff golf tournament that I realized how much they took away from it. While most golf tournaments are memorable for anecdotal golf tales, our event was much more valuable because days later staff members were still referencing keys learning from the presentation. Richard exceeded the expectations of our management team by introducing an element of professional development that took a standard company golf day to a whole new level.”*

Joyce Van Zeumeren  
VP Marketing  
Movie Central,

*“Focus, discipline, calculated risk taking and creativity are essential components of a successful golfer’s strategy. In the Beyond Golf program, Richard demonstrates how to master and incorporate these key elements into everyday business and personal situations.”*

Gordon Smeaton  
Senior Director  
International Marketing  
National Football League

clients

## Partial Client List

Richard Monette has delivered his training programs and keynote presentations to a wide variety of clients -- a testament to the universality and applied value of his approach:

Nova Chemical	Lafarge Cement
Movie Central	The National Screen Institute - Canada
Telus	Toronto Dominion Bank
The Canadian Association of Insurance and Financial Advisors	Alberta Treasury Branch
Investors Group	TransAlta Utilities
Tiverton Petroleum	Intrawest Corporation
The Toronto Board of Trade	Cadillac Fairview Corporation
The Canadian National Nordic Combined Team	

In addition to this, through individual coaching programs, Richard has worked with corporate leaders, professional hockey players, golfers, figure skaters, ski racers and Olympians.

Richard has recently completed his first novel, "The Gift: Finding a better score in Golf and Life." In this work, Richard develops the metaphor of the game to explore universal lessons of performance in our personal and professional lives.

He is the creator and main facilitator of "Beyond Golf -- The Workshop," an acclaimed experiential program he uses to teach high level corporate clients to improve their leadership and self-coaching skills in the arenas of business, life, and, of course, golf.

**For more information and bookings, please contact:**

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