

## SUCCESS STORY

### CUSTOMER CASE STUDY

#### Business and Team Performance



#### CHALLENGE

Mark was a local television reporter in the Twin Cities area that did a story on Performance In Motion. When his wife watched the story on TV, she recommended that he come through the program to figure out new ways in which he could generate income for the family. His wife had to travel for her job, but wanted to stay home more with the kids as they were going through their high school years. Mark thought the best way to boost his income would be getting some side jobs doing what he does best – telling short stories for businesses.

At the same time, Mark also wanted help with his golf game. He was constantly playing up the right side of the fairway because of his slice. He always thought first to change his technique in order to “fix” his game, but he never realized that he could learn how to change by watching what the ball was doing in the air.

#### SOLUTION

Mark worked on club throwing to better understand his natural swing and how he could focus on the target while still feeling his swing. He began playing down the left-hand side of the fairway when needed, based on focusing on the target and detaching from the interference of grip, stance, and swing. Lower scores soon followed.

Once Mark realized the importance of focusing on the target in golf, he began to see how he could apply the same principles to his work and personal life. He began to re-think what was really important to him and his family, and how he could change things up. After 18 years of being an award-winning reporter, he had hit the maximum income for his skill level at his position, realizing that there was not any opportunity to move forward financially. It was time for him to move onto a job outside the company. The coaching process allowed him to see all of the possibilities and reflect on which jobs would be the best fit for him and his family.

## CUSTOMER CASE STUDY

### Benefits

Mark was able to find a job at Anytime Fitness, traveling around the country and using his expertise of telling stories. The stories he tells now are about how fitness has changed people's lives. He has seen an increase in his income, and his wife has been able stay home with their kids more often at a very important stage in their lives. Mark has also reached many of his golf goals, but more importantly he continues to enjoy the game and reflect on the coaching process that he received at Performance In Motion.

To find out if performance coaching using the medium of golf can help you to better achieve your goals, please contact Dan DeMuth at Performance in Motion, at 763-513-9285 or [dan@performanceinmotion.biz](mailto:dan@performanceinmotion.biz).



*Through the clubthrow exercise that strengthens the mind-body connection, Mark was able to see that focusing on a target could produce extraordinary results in his motion*

Learn more today about how Performance In Motion can help you unlock the true potential of your athletic or business performance:

Visit [PerformanceInMotion.biz](http://PerformanceInMotion.biz)



PERFORMANCE  
IN MOTION

Dan DeMuth 763-513-9285 or  
[dan@performanceinmotion.biz](mailto:dan@performanceinmotion.biz)

