

NOYN™

Define

Define the specific, measurable areas of mental performance that matter. We call them mental clubs.

Compare

Compare your data to the NOYN™ database of golf World No. 1s, major championship winners, and corporate CEOs.

Align

Use your data to identify the mental training tool that fits your brain.

Mental Club Fitting™

Your Mental Club Fitting

Performance Clubs

Confidence

HIT

Competitiveness

HIT

Diligence

HIT

Focus

HIT

Distractibility

HIT

You With Others Clubs

Control

HIT

Improvement Style

MISS

Rules

MISS

Filter

MISS

You With You Clubs

Motor

HIT

Self-critical

HIT

Emotional Control

HIT

Master

HIT

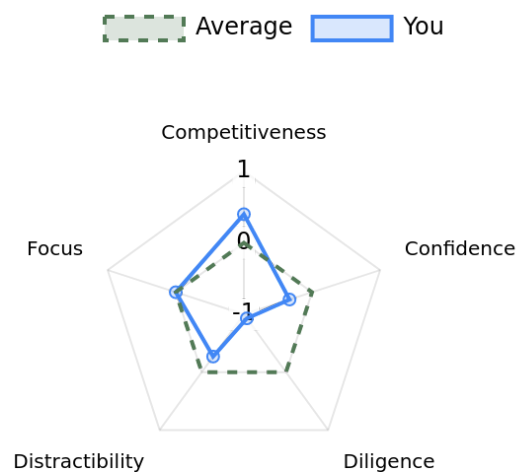
Dominate

HIT

Performance Mental Clubs

The performance variables are the mental abilities that strongly correlate with a golfer's performance. Confidence, competitiveness, focus, and distractibility have been studied for decades and are included in this section because they continue to show value in our research. Another "new" variable is included in the performance section: diligence, which we define as long-term persistence.

Your Performance Data



Confidence: Trust in One's Self

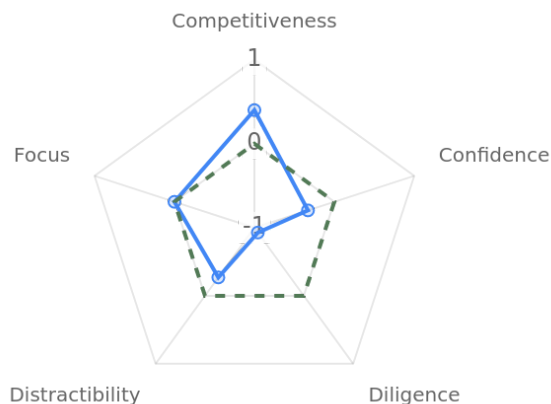
HIT

-0.33

The variability in confidence levels, even in the highest performers, surprised us. We learned that golfers experience more significant variations in confidence if they build confidence only on success. The good news? Confidence can be taught and improved by purposeful mental and physical work. By mental work, we mean using mental tools like routines and visualization. We highly recommend taking the NOYN™ assessment one year from now. If you put the work in, don't be surprised if your scores improve.

Feedback

Your feedback: Your confidence score aligns with that of top golfers. Combined with your other data, this suggests you have a strong belief in your abilities while remaining open to coaching and improvement. If you are in a good place right now, it is valuable to document key aspects of your confidence. What is your practice routine? Is your pre-shot routine consistent? What are your swing keys? Take note of these keys while your confidence is high, so you can refer to them if it ever starts to waver.



Competitiveness: The Drive to Succeed

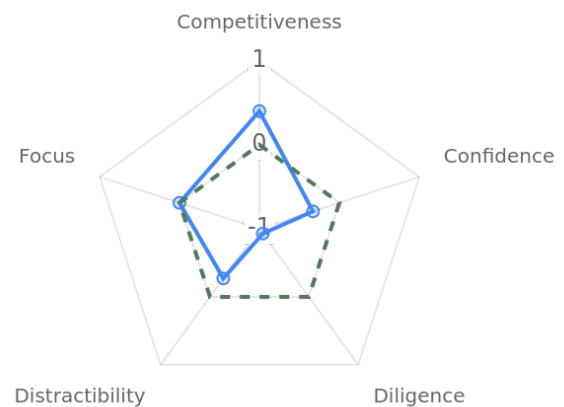
HIT

0.4

Our research suggests that competitiveness remains relatively stable once individuals reach their twenties. This drive, which propels human excellence, is evident in successful individuals both in sports and other fields. It is challenging to turn off, and when channeled correctly, a high level of competitiveness can be a significant asset. While competitiveness is essential for success in both golf and professional environments, it can create difficulties in personal relationships if one's competitive nature deviates significantly from the average. The most successful individuals possess a strong desire for achievement and learn, at times, that it is necessary to temper this drive to perform at their best.

Feedback

Your feedback: Your self-reported level of competitiveness aligns well with that of high performers. Among all areas assessed in the Mental Club Fitting™, this is arguably the most vital. Great job! Your data also suggests you've discovered positive ways to channel your competitiveness in both golf and work.



Diligence: Long-Term Commitment

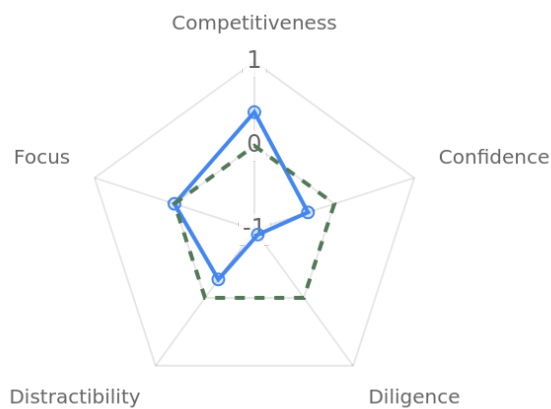
HIT

-0.93

Individuals with high scores in this area tend to be highly driven, obsessive, and possess a strong sense of purpose and direction. Diligence is a powerful predictor of long-term success, though it is not quickly developed later in life. Those who excel in this trait often have a clear life purpose, well-defined principles, and straightforward goals.

Feedback

Your feedback: You consistently set goals, work hard, and follow through on tasks. The data suggests you set realistic goals based on the time you are willing to commit, maintaining a strong balance in life. Your results indicate that you are very efficient with your time. Diligence is a valuable skill, and your scores in this area align with those of high performers.



Focus: Concentration in the Moment

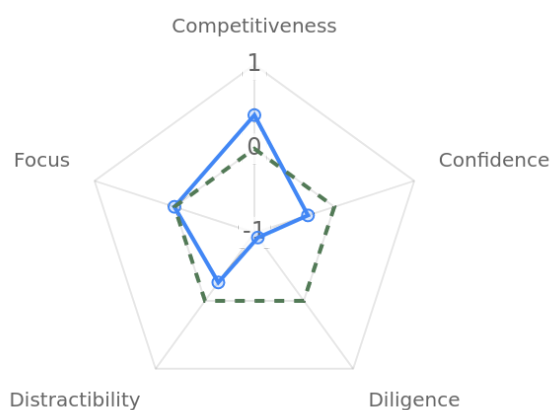
HIT

0

The short-term focus variable measures how well a person can "lock in" and concentrate. It is a standard variable in psychological research and has garnered significant attention in recent decades. Scores in this area typically improve as a person matures through their teenage years and continues into their early twenties. Scores can vary widely, often depending on age, but this skill can be enhanced with practice. Focus is a mental skill that can be improved over time.

Feedback

Your feedback: Your focus scores align with those of the best golfers in the world. Whatever you are doing is clearly working, whether it is a solid routine or your natural ability to control distractions. Whatever the reason, keep it up.



Distractibility: Potential to Lose Focus

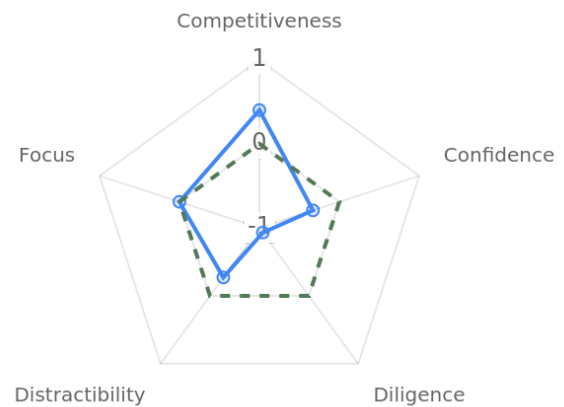
HIT

-0.27

It takes roughly four to four-and-a-half hours to complete eighteen holes of golf. During that time, you will only have a club in your hand for about thirty minutes. This might make golf seem like the perfect sport for those who are easily distracted. After all, you only need to focus for a small percentage of the time you spend on the course. That is, if you can refocus quickly.

Feedback

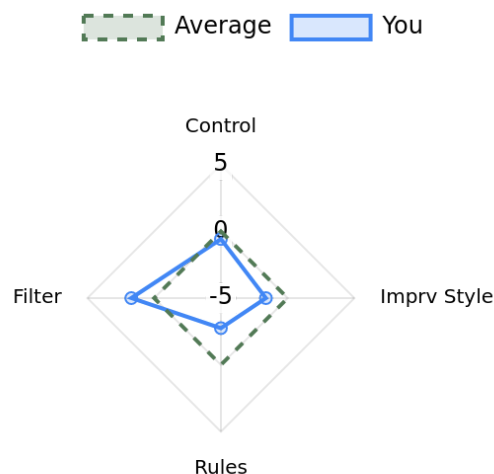
Your feedback: According to your results, you stay focused and work diligently to execute your mental plan. You are able to stick to a process and control external distractions effectively. You likely maintain a daily schedule and manage your tasks well. Each of these data points align with high performance, well done!



You with Others Mental Clubs

The you with you clubs focus on how you relate to those around you. We all interact with coaches, family, and others. Some call these variables "personality", but that means different things to different people. The only commonly studied personality variable that made it into this group of mental clubs was the control. We identified three "new" mental clubs for this section: Improvement Style, Rules, and Filter.

You with Others



Control: Preference for Establishing the Standards

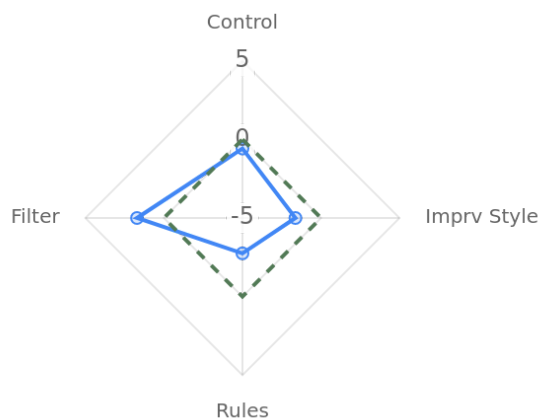
HIT

-0.58

Most high performers prefer to be in control and often feel uneasy when they don't have it. Control is a relatively stable mental trait. People with high scores in this area tend to structure their lives and focus on overseeing as many things as possible. However, those with high scores often need to learn how to "be comfortable with being uncomfortable" when faced with situations they cannot control.

Feedback

Your feedback: You reported an average need for control and a good balance between being a leader or a follower, depending on the situation. Your self-reported data suggests that you understand there are aspects of the game you cannot control. This awareness is valuable and probably serves you well on the golf course.



Improvement Style: A Blend of Perfectionism and Decision-Making Approach

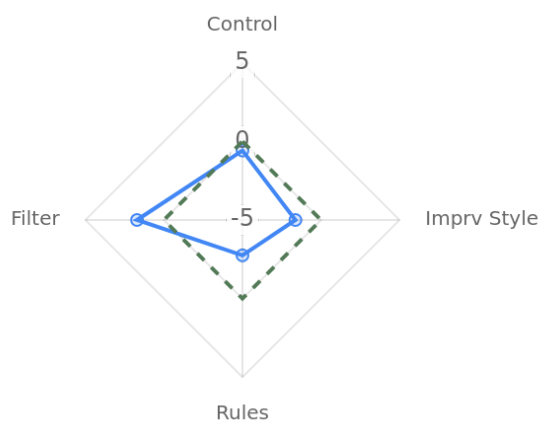
MISS

-1.63

High scorers in these areas work extremely hard and invest significant time in practice. Over time, our data suggest that this category correlates with high levels of preparation and work ethic. However, dealing with a high improvement style score can be challenging and frustrating. Swing coaches, caddies, and psychologists sometimes experience burnout or even get let go during the process. While this mental club is crucial for performance, learning how to use this skill often takes time.

Feedback

Your feedback: You may sometimes fall into repeating certain mistakes on the course. Golfers with scores in this area can benefit from a structured practice plan and establishing a solid routine for competition. By incorporating consistent habits, you can address those recurring errors and improve your game in the long run.



Pro mental tip for this miss: It is common for golfers who prefer playing to feel resistance to practice, but structured and purposeful practice can make a big difference in addressing recurring mistakes. By dedicating time to specific areas that need improvement, like ball striking, short game, or course management, golfers can work on their weaknesses in a controlled environment. Consistent practice with a clear plan can make a noticeable difference when back on the course.

Rules: Relationship with Standards

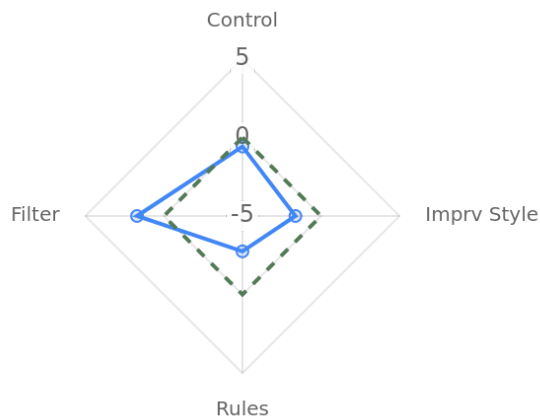
MISS

-2.75

The "rules" mental club is a great way to assess how strictly a golfer follows structure and guidelines, which can be important for consistency. Some players thrive on adhering to rules and processes without deviation, while others might find flexibility more beneficial. Players who score high in this mental club may find comfort in structure and routine, as it provides stability and predictability. However, it can also create challenges if they become too rigid or unwilling to adapt to changing circumstances on the course.

Feedback

Your feedback: It sounds like you have a very fluid, intuitive approach to your game, which can be a big advantage when things are going well, and the course is presenting you with opportunities to be creative. However, as you mentioned, this approach might make it more challenging to regain control when things do not feel right or you hit a rough patch.



Pro mental tip for this miss: Develop a bit of structure to fall back on, like a consistent routine or a specific mental technique to help find your footing when the creative flow starts to feel blocked. It does not mean you have to abandon the feel for the game, but incorporating some additional mental tools could help you adjust more smoothly during tough times. A pre-shot routine that you execute before each shot is a great place to start.

Filter: Willingness to Try New Approaches

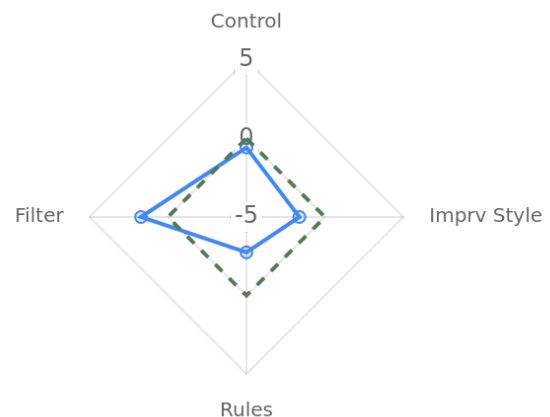
MISS

1.71

We developed this variable based on our observations of player development and high performers. We noticed that development coaches often preferred players who were "open-minded" and "willing to do anything to get better". These players were eager to please, but they often struggled at the highest levels when faced with challenges. Looking back, their constant openness to change sometimes hindered their ability to build a solid foundation of who they were and the mental skills they needed. In contrast, athletes who achieved long-term success at the highest levels tended to be more "stubborn." They were resistant to change as they progressed. We call this mental club "filter" because successful athletes are very selective about the changes they make in their development. They don't accept every new idea that comes their way; instead, they carefully choose what aligns with their goals and values.

Feedback

Your feedback: You are highly open to coaching and new ideas, which is generally a good trait. However, being overly open can have its drawbacks. Think of this openness as a filter for new information; it doesn't always help you filter out what you do not currently need. For example, an amateur golfer who constantly reads articles and watches videos about different swings often arrives at the course with a new thought, swing, or technique. However, they may not stick with any one change long enough to see if it actually works. This constant switching can prevent them from developing consistency in their game. To make the most of your openness, consider being more selective about which new ideas you try. Focus on one or two changes at a time and give yourself the chance to practice and evaluate their effectiveness before moving on to something new.

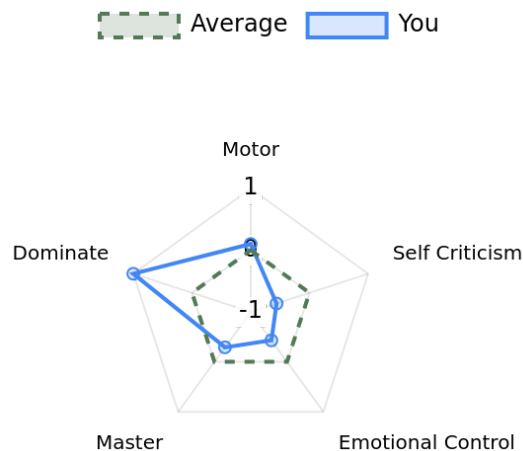


Pro mental tip for this miss: One of my favorite pro tips comes from a teaching pro I know who was coaching a famous football player learning to play golf. The first fifteen minutes of the lesson focused on the basics, such as grip and setup. After that, the coach, eager to teach more, encouraged the athlete to work independently on what he had learned. The athlete listened, packed his bag, and left without saying anything. The coach thought he would never see the athlete again. However, one week later, the athlete returned and said, "Okay, I've mastered your first step, and I'm ready for the next step now." To us, that's a perfect example of using the filter effectively. It emphasizes the importance of considering everything that might improve your game but choosing one idea to focus on and master before moving on to the next. This approach can lead to better skill development and more consistent performance.

You with You Mental Clubs

These mental clubs represent your internal headspace. Ultimately, this set examines how you interact with the person you spend the most time with—yourself. Two of these "You with You" mental clubs are well known: self-criticism and emotional control. The "new" additions are motor, master, and dominate.

You with You



Motor: Your Brain's Activity Level

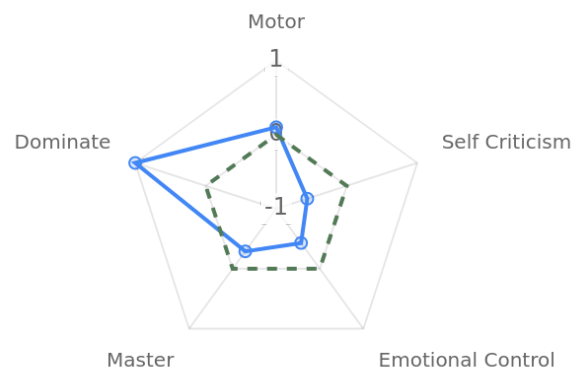
HIT

0.1

The motor variable measures the level of activity in your brain and how it affects your performance. Over the past twenty years, this variable has led to some of the most fascinating findings in psychological research. We have found that the most successful individuals naturally have high energy levels. However, those who learn to manage and direct that energy effectively become the highest performers. High energy is a tremendous asset when you learn to control and harness it.

Feedback

Your feedback: Your activity level is well-balanced for performance. Your self-reported data suggests you effectively manage the natural highs and lows of a round, maintaining composure under typical pressures and anxiety. You have developed the skills necessary to stay steady, which is a valuable asset to your game.



Self-critical: The Ability to Assess Your Limitations

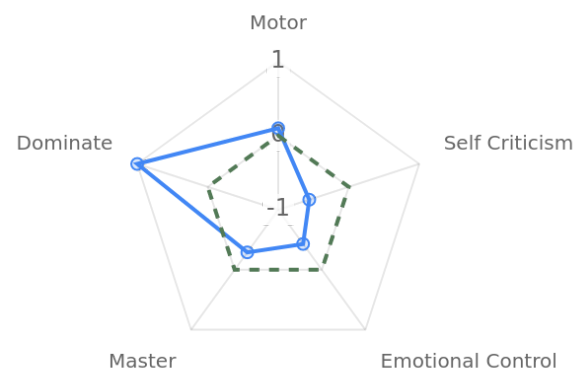
HIT

-0.56

Are you your own worst critic, or do you allow someone else the opportunity to break you down? Over the years, fascinating data on this variable has produced intriguing results. Self-criticism is vital for development as it illuminates areas for improvement. However, throughout your career, it is essential to switch gears and focus on your strengths and successes. Where are you in this process? Your feedback in this section will enhance your self-awareness regarding your position in the self-criticism journey.

Feedback

Your feedback: Your data indicates that you maintain a good balance between self-criticism and recognizing your strengths. Be sure to check your confidence score. We were surprised to discover that high confidence and self-criticism can coexist in elite athletes. If you possess both traits, you are in the company of unique high performers.



Emotional Control: The Skill of Managing Your Emotions

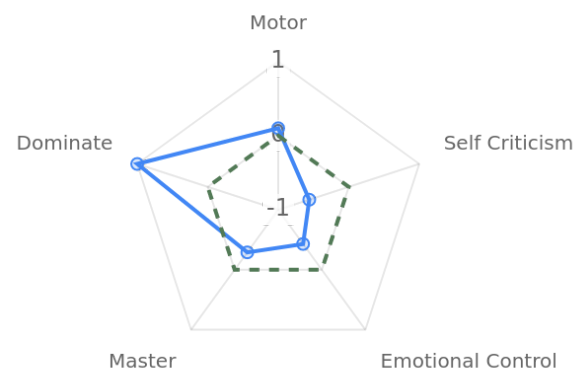
HIT

-0.43

Emotional control is highly valued in sports. We admire athletes who can face adversity without flinching and stay focused on the task at hand. We eagerly await the moment they succeed and watch their emotions unfold. Young athletes are often taught to suppress their emotions and maintain composure. But at the end of the day, we are all human. The emotions that drive our motivation can only be suppressed for so long. This emotional control variable measures your ability to manage emotions in the moment and still perform.

Feedback

Your feedback: Your self-reported data suggest that while you allow yourself to experience emotions on the course, they rarely interfere with your next shot. Whether this ability comes naturally or has been developed over time, it is a valuable skill. Be sure to maintain it.



Master: Emphasizing Learning, Growth, and Maximizing Your Abilities

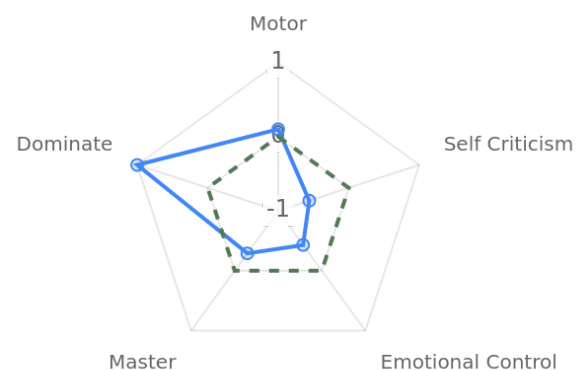
HIT

-0.29

Previous psychological research suggested that individuals had a single dominant motivational style. However, over time, we have learned that (1) people can be motivated by multiple factors simultaneously, and (2) motivational variables can evolve. The two motivational styles measured here are "dominate" and "master." The master variable focuses on personal growth and self-improvement.

Feedback

Your feedback: You enjoy focusing on the challenge and care about how your game compares to others. It's essential to maintain this important balance as you continue to play and enjoy the game. Stay where you are; you are performing at a level comparable to the high performers in our database.



Dominate: To Focus on Winning, to Rule Over Others.

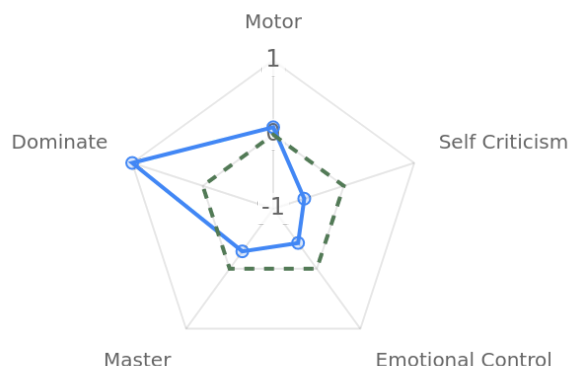
HIT

1

Previous psychological research suggested that people had one dominant motivational style. Over time, we have learned that (1) multiple things can motivate people simultaneously, and (2) motivational variables can change. The two motivational styles measured here are "dominate" and "master". Trends in twenty years of data suggest that young athletes are becoming more focused on mastery over dominance; this trend, however, is almost to a fault. College coaches complain that the will to win tournaments is not there like it used to be. The "dominate" mental club measures an individual's focus on winning and ruling over an opponent.

Feedback

Your feedback: You like to compete, but it appears that there are other reasons you play the game. Look at your mastery score on the report. If you are within the mean of mastery and dominance, you have a good balance in your motivation. Stay right there; it is a massive mental strength.



Alignment

A regular club fitting is the process of aligning a golfer's unique swing with the appropriate equipment to enhance performance. In Mental Club Fitting™, we align your unique brain with the mental skills to optimize mental performance. Below, you will find the mental skill(s) you should apply; based on our research and experience incorporated into our algorithm.

Download the [North of Your Neck Dev app](#) on your phone to learn more about the mental skills listed below, ask our research database questions about how to develop them, and receive accountability reminders. Once you log in, the information from your Mental Club Fitting™ will be loaded to create a personalized experience.

MCF Suggested Tools

Routine
Self-talk reframe

From all of us at NOYN™, thanks for participating in your Mental Club Fitting™. We hope you have learned how to define the areas of your mental game, compared those areas to our database, and have suggestions on how to fit the right mental skills with your results. Remember that mental skills develop just like physical ones, with practice and patience.

We are open to feedback. Please don't hesitate to contact us at info@noyn.com with observations and/or suggestions.

This report is designed to inform how you respond in performance environments. If you are looking for information on your life outside of performance environments, please consult a physician or mental health professional.