



## **Education, certification and support agreement.**

### **Bull3D philosophies –**

An education program on biomechanics, anatomy and physiology in golf, alongside coaching and learning philosophies in golf. Based on an individual basis, this program is aimed at all levels of coach regardless of experiences and levels of exposure to golf biomechanics. The program will be scaled to match the exact needs of the user as well as providing expansive education and evolvement of the areas listed above.

The annual program consists of:

### **Case studies –**

One case study will be shared and discussed every four months.

The three case studies are:

- Common postural patterns, their association to swing biomechanics and anatomy. Explore and identify four common postural adaptations, how they influence movement and understand anatomically how these imbalance influence and control movement.
- The biomechanics of the golf swing. What are the most influential patterns on swing function and movement, what considerations need acknowledging, identifying where and what gains can be made and what patterns need avoiding and connect back to pain and injury.
- How to make sustainable improvement in swing function by identifying what segment is the point of failure/interest and player compensate to move around imbalances. In short, why players move in the way they do and understand what's effecting what? In addition, how to set expectations and prioritise where improvements can be made and achieved.

The user will be supplied with data, videos and other resource material and will need to provide a structured breakdown and understanding of each case study and produce a clear rationale and solution to the areas being discussed.

On completion of the three case studies, a review will be completed between Mark Bull and the user where on completion accreditation will be awarded.

### **Individual training days at an agreed venue globally –**

Two days individual training with Dr Mark Bull during the annual program. Dates and venues to be agreed with Dr Mark Bull prior to booking.

### **Full access to Bull3D team social interaction website:**

The website is a global resource where all team members share information, experiences of interest, new research which allows discussion, evolution and access to some of the most pioneering and innovative developments in coaching and movement.

### **Online training (webinar) –**

Monthly one hour skype call/TeamViewer individual training session on areas below:

- Anatomical function – the influence of anatomical function, structural and postural imbalances, discussion around Mark Bull PhD thesis, correlation to swing function and swing biomechanics, golfers training priorities, muscle systems used in golf, joint structure and common patterns.
- Understanding biomechanical data – detailed understanding of main biomechanical considerations, how to use 3D swing data, how segment move and influence swing patterns and club delivery.
- Intrinsic swing dynamics - detailed understanding of inherent swing movements such as sequencing, force production and application.
- Swing biomechanics – key biomechanical principles such as force production, stretch shortening cycles (elastic recoil), acceleration/deceleration, kinematics, segment function, centre of pressure movement.
- Training considerations – strength and conditioning for golf and postural reading.
- Injury patterns – common injury patterns, injury pathology, healthy/functioning joints, injury avoidance and injury rehab.
- Drill and exercises – access to Bull3D library
- Biofeedback – using biofeedback and other sensory feedback systems effectively, where to direct feedback to and where best to place a player's attention.
- Regression testing – ability to define gains vs. regression, what regressed when you make change, what works for players and why it works, how data can de-skill players.
- Data, what's behind the data – influences on data and what consideration the data needs to acknowledge.
- Correlation to launch monitor data and club delivery – swing patterns and correlation to club delivery and launch monitor data

### **Additional information and opportunities -**

Access to Bull3D database of all patterns, case studies and new discoveries.

### **Research and articles –**

Access to and subscription to latest research, webinars and articles published by Bull3D

### **Global networks and seminars –**

Access to global networks and seminars and discounts on all seminars organised by Bull3D

**Certification –**

On successful competition of the three case studies, Bull3D accreditation will be awarded to the user – allowance of using Bull3D name for promotion. Year two and all subsequent years’ certification will be updated and advanced, i.e Bull3D level one, level two, level three...

**Commercials**

- \$1500 USD (£1200 GBP), invoice raised annually on acceptance of agreement, payable in 14 days of receipt of agreement. Program commences on receipt of full payment.

**End user**

**Mark Bull Golf Ltd**

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**Agreement date**

**User signature**

**Mark Bull Golf Ltd**

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