

## **TPEGS APPOINTS TOP MIND COACH AS IT EXPANDS INTO THE MIDDLE EAST**

One of the sporting world's most successful mind coaches is the latest big name signing for a Scottish business offering high-end golf experiences and coaching.

Karl Morris, who counts six Major winners – including Darren Clarke, Graeme McDowell and Louis Oosthuizen – among his current and former clients, has joined the team at TPEGS Ultimate Golf Experiences, which is based at Archerfield Links in East Lothian.

His appointment coincides with a first foray into the Middle East by the firm, which will offer Dubai experiences to clients for the first time from January, in partnership with the prestigious Emirates Golf Club, host of the Dubai Desert Classic.

TPEGS was established at Archerfield in 2011 by former Ryder Cup player and current Sky Sports analyst Andrew Coltart and renowned European Tour coach Gary Nicol. They were joined earlier this year by European Tour professional Raymond Russell, who is fronting the firm's expansion south of the border by hosting TPEGS corporate events and golf days at The Centurion Club near London.

The addition of Karl Morris to the team reflects the increasing importance of mastering the mental side of the game of golf and the ways in which those lessons can be applied to other walks of life. Morris's practical approach to performance coaching, *The Mind Factor*, is designed to help individuals understand their own mind and how they can use that knowledge to get the very best out of

themselves, whether in golf or business.

Morris, from Warrington, said: “It’s widely accepted now that modern sporting success relies on a combination of training the mind and the body. Whether you’re playing in a medal at your local club or competing on the professional tour, if you want to perform to the very best of your ability you need to understand and control what’s going on in your mind. It’s not about complex psychological theories but essentially learning some simple, effective strategies to deal with the mental challenges we face, whether it’s in sport, business, or life more generally.

“I’m delighted to be joining the TPEGS team given the individuals involved and the world-class locations they operate from here in the UK and, from next year, overseas.”

From its home on Scotland’s Golf Coast, TPEGS aims to provide the best golf experiences money can buy, using the team’s combined experience and expertise gained from travelling the world playing and coaching at the highest level in the game. The company boasts a global client base and works closely with TrackMan and Nike Golf to provide the best in shot analysis and custom-fitting technology.

Gary Nicol said: “Our aim has always been to present outstanding, unique experiences and Karl adds a different dimension and a new dynamic to what we can offer our clients. We can now provide top-level advice on everything from the fundamentals of the game – the technical skills required to hit various shots; through course management, or the tactics of playing the game; to the internal task of managing yourself by making sure your mind is in the right state to maximise performance.

“Much of what we do and coach people in is relevant far

beyond fairways or putting greens, particularly in the world of business, where learning mindfulness and how to focus on the right things at the right time are valuable transferable skills. We're very excited about working with Karl to deliver market-leading events, residential retreats and bespoke coaching clinics.”

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