



# Jason Floyd International Junior Golf Academy at SOTOGRANDE

Developing Golf's Future

JASON FLOYD  
Golf Academy

## Philosophy

Making golf group is proud to present:  
**The Jason Floyd International Junior Golf Academy at Sotogrande**



Success in the world of golf is not a matter of luck or circumstance. It is primarily a combination of the right direction and the right attitude. The Jason Floyd International Junior Golf Academy at Sotogrande aims to provide an exceptional level of golf instruction and to develop in students the right attitude to learning, to people and to their personal development.

A *Performance Programme* is designed to ensure that each student receives a complete, exciting and enjoyable golfing education. Students are *aged between 12 and 18* and who have the strong desire to develop their game, maximise their golfing ability and ultimately achieve success.

We are confident that many of our students will go on to have successful careers in the world of professional golf.

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# Jason Floyd

## International Junior Golf Academy at SOTOGRANDE

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### Jason Floyd



**B**ORN in England, Jason Floyd has coached players to victories on the European Tour, the European Challenge Tour and the Asian Tour. Having also worked with Ryder Cup Players and coached on the US PGA Tour Jason's experience is very extensive. Ewen Murray, leading Sky Sports commentator and former European Tour Player said; "I have no hesitation in saying Jason is one of the most intelligent young coaches in golf today".

In 2008, in recognition of his work, the PGA of Great Britain awarded Jason the prestigious status of Advanced PGA Professional.

Jason Floyd was also a protégé of David Leadbetter and has had the privilege of observing and assisting David when working with some of the world's top players, including, Ernie Els, Nick Price, Justin Rose, Greg Norman, Lee Westwood and Ian Poulter.

Jason subscribes to the philosophy that in order to realise full playing potential an all encompassing approach to the development of an individual is essential. Such an approach includes such factors as: the efficiency of the swing mechanics; the physical conditioning of the player and the customising of equipment to suit the individual player.

Jason has a strong association with Titleist and is a "Titleist Advisory Staff Instructor". Jason has also graduated as a Titleist Performance Institute Certified Golf Fitness Instructor.

Currently Jason is involved in the setting up and operation of three new golf academies in Spain. The aim of these academies is to provide an exceptional and unique blend of top quality golf instructional that will appeal to students all over the world. Two of the academies will be situated in Madrid, the third, a junior academy and the first of its kind in Europe, will be at Sotogrande.





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## The JFGA Performance Programme



**T**he Jason Floyd Golf Academy Performance Programme is designed to maximise the student's efficiency and optimise results. Success in the world of golf is not a matter of luck or circumstance. It is primarily a combination of the right direction and the right attitude. The Jason Floyd International Junior Golf Academy at Sotogrande aims to provide an exceptional level of golf instruction and to develop in students the right attitude to learning, to people and to their personal development. Junior students at the Academy will receive a complete, exciting and enjoyable golfing education. Whilst every programme is tailored to the individual student, core elements include:

### Swing Efficiency

A personalised programme designed to develop an effective, repetitive swing and one that works well under competitive pressure without imposing physical stresses. State-of-the-art analysis equipment is used to assist the process.

### Club Fitting

Customising the student's equipment to achieve the optimum results.

### Short Game

Tuition on the full range of techniques and when to implement them, enabling students to become highly skilled in this particularly important aspect of the golf game.

### Physical Conditioning

Each student will be assessed and a personal development plan prepared in the Academy's physical performance studio.



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## The JFGA Performance Programme



### Mental Development

Personal assessment and mind-management techniques designed specifically to enhance the golfer's performance.

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### Nutrition

Is a vital part of every athletes make up. Creating the correct eating habits is paramount to a golfer's success.

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### Course Management

Assessment, knowledge and strategy are the keys to low scoring.

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### Tournament Preparation

Optimising tournament results through professional preparation.

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### Life Smart

Being better prepared to make the right decisions in life and sport.

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### Health and Welfare

From Injury prevention to injury treatment, our student's health is in safe hands.

Obviously in today's competitive world parents want to ensure that their sons and daughters receive the best possible start in their golfing life. The JFGA aims to lead the field in the development of junior golfers. An Academy student will be on course for success, so why not make an appointment with the Academy for a no-obligation assessment, discussion and more information.



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## Facilities



The Academy boasts some of the best training facilities in Europe. With the use of the latest teaching technologies and custom built practice areas.

- > 3 Grass Ranges
- > 3 Academy "Range Holes"
- > 21 Covered Bays
- > 5 Academy Short Game Greens
- > 2 State of the art Video and Swing Analysis Studio's
- > Mental Conditioning Suites
- > Academy Golf Performance Gymnasium
- > Custom Fit Center
- > Medical Center
- > Strategy and Theory Rooms
- > Championship Golf courses for Academy usage  
(Almenara 27 holes and La Reserva de Sotogrande 18 holes)

SOTOGRADE®

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making  
golf  
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## Academic Instruction



**T**op professional sportsmen and women worldwide all need a good educational foundation to assist their sporting talent and produce success. The students accepted in the International Junior golf academy will have the opportunity to attend one of Europe's most prestigious Schools - The Sotogrande International School.

At the Sotogrande International School, students follow programmes that expose them not only to the academic disciplines but also to a wide range of other educational opportunities. Through a rich diversity of experiences we aim to develop in students a spirit of adventure and discovery, a sense of social and environmental responsibility and an intercultural understanding. Through our pastoral and social programme, students receive advice and guidance to help them through the sometimes difficult path to maturity and adulthood and enable them to make sound moral judgements along the way. We want our students to be the leaders of tomorrow committed to the ideals of peace, integrity, fairness and compassion.

The International School of Sotogrande is a member of the International Baccalaureate Organisation, the Council of British International Schools in European Countries (COBISSEC), European Council of International Schools (ECIS) and the National Association of British Schools in Spain (NABSS).



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## Accommodation



The students will reside at the 4 Star NH Sotogrande Hotel which during the school year is closed to the public and will be used exclusively as our student's residence. The students are very well catered for, with the entire home from home comforts provided. Large double bedrooms, Common room, Study room, Golf Specific Gymnasium, Swimming pool, Tennis courts are some of the many facilities for our students.

The students will be attended at all times by our specialised staff. There is also 24h security at the hotel and at all of the Academy's facilities which are all located on the one site.

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## The JFGA Performance Programme Team



**T**HE JFGA at Sotogrande aims to provide an exceptional and unique blend of top quality golf instruction that will appeal to students from all over the world.

The Academy's Performance Programme Team comprises Golf Instructors, Sports Psychologists, Nutritionists and Fitness Trainers. As part of the Academy's holistic approach to golf instruction, the team works together in the planning and monitoring of student progress.

Each Academy Instructor undergoes a structured and comprehensive 18-month initial training programme leading to certification as a Jason Floyd Certified Instructor. Academy Instructors develop an in depth knowledge and understanding of all aspects of the golf game.

In addition, all Academy Instructors participate in the Titleist Performance Institute Fitness Instructor Programme. Many of the world's leading players, including Pádraig Harrington, Luke Donald, Rory McIlroy and Camillo Villegas, improve their fitness through the Titleist Performance Institute.

In order to ensure that the highest standards of golf instruction are maintained, qualified Academy Instructors follow a continuous learning and development programme and are required to take re-certification examinations.

This rigorous instructor training enables the Academy to deliver tuition designed and tailored to maximise each student's performance.

We are confident that the skill, knowledge and expertise of our Performance Programme Team will enable the Academy to achieve its mission of developing golf's future.

Each JFGA Instructor has to undergo a rigorous 18-month initial training program to achieve certification. This is followed by a continuous learning and development process, including recertification examinations, to ensure that the highest standards are maintained.





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- Europe's first full time International Junior Golf Academy of it's kind
- Located in the Sotogrande Resort
- Jason Floyd Golf Academy Performance Programme Team:  
' A highly trained team of specialists who undergoes a structured and comprehensive 18-month initial training programme''
- Academic Instruction in the International School of Sotogrande
- Jason Floyd Golf Academy Performance Programme Team:  
' Designed to provide the ultimate holistic approach to golf instruction'

### Jason Floyd International Junior Golf Academy at Sotogrande

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