

JARMO ALAPIRTTI

GOLF PERFORMANCE ANALYST SERVICES

Stats and performance analysis

"Helping pro and amateur players to score better by identifying their strengths, weaknesses and improving on-course playing strategy".

Experience of working with players in European Tour, Ladies European Tour, other pro tours, top 50 WAGR amateurs and all Finnish Golf Union National Teams: pro, men, women, boys and girls teams.

Players have achieved European Tour win, LET access series Order of Merit win, multiple LET access series wins, European Amateur Team Championship win and European Individual Amateur Championship second place.

Stats and performance analysis report goes through every facet of the game, pinpointing player's strengths and weaknesses. 60 min. A call / online meeting with me, player and coach to go through the report is included in the service.

Service pricing starts from one individual report costing 250 euros.

Education of stats and modern golf data to enhance performance

" Helping coaches and players to understand, how to use modern day on course data to enhance their performance."

This service is targeted to coaches and players. Done lectures, webinars and group courses for PGA of Finland, Finnish National Team Coaches, Finnish National Team Players, Finnish Golf Union Regional Academy Coaches and Golf Club coaches.

Education sessions typically include why and how to use stats, what stats are beneficial, basics of modern stats, examples of how stats have been used to develop players etc. Sessions includes also, how to use data for your advantage in tee shots, approaches, short game and putting.

Please contact me for further information and pricing.

On course training sessions

"Help players understand, how to make better decisions on course to score better."

This service is mainly targeted to players, tough lot of coaches has also participated. Done on course training for Finnish National Team Players, Finnish Golf Union Regional Academy Players, Local Golf Club Academies and individual pro and amateur players.

On-course training sessions typically starts from practice areas, where basic principles of all areas of the game. One of main goals is to teach players to manage their expectations and how to change mindset from "attack" to "defense" within same hole. On-course practice sessions have different themes based on players needs for example Par 5 scoring or front pin approach shots strategy etc.

Please contact me for further information and pricing.

Jarmo Alapirtti

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"Average players want to be left alone.

Good players want to be coached.

Best players want to be told the truth"

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PERSONAL BACKGROUND

As a teenager I played ice hockey in national junior level. As I started my studies to M.Sc. in Economics, I started coaching ice hockey. In a couple of years I had gone through highest level of coaching education in Finland and coached top teams in Finland in U16 to U20 ages. I had a privilege to see future NHL and national team players. Their determination and work ethic has influenced greatly to all my life and ways of doing what I do.

After graduation, I worked fifteen years in various management roles in banking and finance industry. Later I have worked as an entrepreneur. My business has been management consulting, and I am still doing that.

I started to play golf myself and got excited to learn to be better. Soon I realized, that nobody has been able to tell me, what things are important to lower my score (except working hard, which is still most important). Also, how my decisions affect my score and how can I learn to make better decisions. How can I track, am I improving?

I decided to learn all of that. Thankfully I met players and coaches which encourage me and were willing to work with me. Now, after seven years of doing that, I have learned a lot and seen what great players are doing. I still try to be better tomorrow, what I am today.



All that knowledge and data doesn't do anything, if it is not used a way it will change behavior.

"To change behavior, You first have to get new information. That information should affect You in a way, that You have some emotions. Those emotions should drive You to take actions. After those actions, You may have learned something new. Be curious, make actions, learn and repeat the cycle."

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