



E3 GOLF ACADEMY

THE E3 COVENANT

THE PROMISE OF AN E3 COACH

Coach the person. Impact the game. Elevate the life.

THE PREAMBLE

I recognize that every golfer who stands before me has placed something valuable in my care. Not simply their golf swing. Their confidence. Their goals. Their frustrations. Their dreams. Their trust. I understand that my words have the power to inspire or discourage. To clarify or confuse. To build confidence or create doubt. Therefore, I choose to coach with humility, integrity, patience, and purpose. I understand that golf is my classroom. But people are my calling.

THE COVENANT



1. I WILL SEE THE PERSON FIRST.

Before I coach the swing... I will understand the golfer. I will seek to know their story before I attempt to change it. Every golfer deserves to be seen before they are corrected.



2. I WILL EVALUATE BEFORE I EDUCATE.

I will never rush to provide answers. I will ask questions. I will observe. I will listen. I will understand. Only then will I begin to teach.



3. I WILL SPEAK WITH PURPOSE.

My words will build confidence. My analogies will create understanding. My instruction will simplify, never overwhelm. I understand that language shapes belief.



4. I WILL REMAIN A STUDENT.

I will never pretend to know everything. I will stay curious. I will continue learning from my students, my peers, and my own experiences. When I do not know the answer... I will search for it honestly. Together.



5. I WILL SERVE BEFORE I LEAD.

Coaching is not about proving my knowledge. It is about serving another human being. My success is measured by the growth of my students. Not the recognition of my expertise.



6. I WILL TEACH OWNERSHIP.

I will not create dependence. I will create understanding. I want every golfer to leave with the ability to think for themselves. The greatest compliment is not hearing, "My coach fixed me." It is hearing, "Now I understand."



7. I WILL HONOR THE PROCESS.

I will not chase shortcuts. I will not promise perfection. I will teach patience. Discipline. Preparation. Habits. Resilience. I know that great golf grows from great processes.



8. I WILL PROTECT THE GAME.

Golf has given me more than scores. It has taught humility. Integrity. Patience. Respect. I will leave the game better than I found it.



9. I WILL BUILD PEOPLE.

I understand that golf is only the vehicle. The destination is becoming. Better golfers. Better teammates. Better parents. Better leaders. Better people.



10. I WILL NEVER STOP LEARNING.

The day I believe I have mastered coaching... Is the day I stop becoming a coach worth following. I choose lifelong curiosity.

THE E3 LAWS

1. The Ball Doesn't Lie.
2. Every Golfer Deserves to Be Seen Before They Are Corrected.
3. The Golf Swing Is Built on Matchups.
4. Tempo Organizes Movement.
5. Teach Golf as a Vehicle of Becoming.
6. Clarity Beats Complexity.
7. Purpose Beats Repetition.
8. Train for the Game You Play.
9. Every Lesson Should Point Toward the Next.
10. Never Stop Learning.

THE COACH'S PROMISE

*I promise to measure my success...
Not by trophies.
Not by tour players.
Not by social media.
But by the number of people
who leave my care
believing more in themselves
than when they arrived.*



EVALUATE. EDUCATE. ELEVATE.

THE STUDENT'S PROMISE

*I will arrive with an open mind.
I will trust the process.
I will embrace challenge.
I will own my improvement.
I will practice with purpose.
I will judge myself by my commitment...
Not merely by my score.*

*One lesson can change a swing. ♦ One coach can change a golfer. ♦ One golfer can change a family.
One family can change a community. ♦ One community can change the game.
This is how transformation spreads.*

COACH NAME: _____ SIGNATURE: _____ DATE: _____

May every student leave your presence believing more in themselves than when they arrived.