



# Jennifer Munro:

## *Providing soul food for the brain with Neuro Golf*



Smooth... Ice... Go-In... Wait... No, this isn't a new word game. These are swing thoughts learned while spending a day at PGA National with Jennifer Munro learning her GolfMindRx NeuroGolf Profile system.

NeuroGolf is a sophisticated, yet common sense approach to learn about your personality traits and how they have an impact on your game.

You then learn how to better approach the game, mentally, by developing simple but positive swing thoughts. Jennifer points out that the mind is never idle. It will say the darndest things just as you begin your back swing unless you give it something to do instead.

Jennifer has been successfully using her NeuroGolf profile system for over 5 years helping thousands of golfers of all skill levels, including PGA TOUR and Champions TOUR players.

After majoring in philosophy at the University of Florida, she entered the business world and became one of the first successful women in the retained executive search industry which requires tremendous knowledge of people and their personalities to match them with employers.

Her early successes led her to consulting for major corporations as a performance and life strategist, helping corporate executives and national sales teams to better understand themselves and the people they do business with, whether they are colleagues, competitors or clients.

The application for golf of these same personality strategies came to Jennifer 8 years ago during a round of golf with a friend who was having a miserable time on the golf course. Jennifer realized at that moment that her friend needed the same type of assistance as business people, but with a different twist for golf. This opened a new market including the development of corporate programs for The Golf Digest School where she was President of Corporate Sales.

Jennifer says you can recognize 4 basic types of golfers by observing what they do: The Social golfer (Brandt Job type), The Traditional player (Ernie Els and Vijay Singh), The Technical player (Nick Faldo), and The Challenger (guess who), or a combination of these. Each of these 4 categories has vast differences in personality profiles, differences in how each approaches and plays the game. Each profile type requires different mental performance strategies to succeed.

The NeuroGolf profile system starts with a 60 adjective survey which is then

analyzed in a multi-page report. With over 148,000 variations, it is rare that the system can be fooled according to Jennifer. This writer completed the survey and the results had me pegged, right down to the color socks I prefer. The analysis provides charts and graphs of your personality, how people see you, and the effects of your personality on your game as well as your personal life, and where improvements can be made.

NeuroGolf helps you to be aware of yourself, how you react to situations on the golf course, and how to better control your mental process when situations occur. For example,



when suffering from slow play rage, Jennifer taught me how to control the impatience of slow play and turn it into a positive.

We simulated negative and stressful situations on the course, and discussed the positive thought processes needed to allow us to control the situation instead of playing a shot out of fear.

Jennifer's NeuroGolf profile system is now in the process of a made for TV infomercial, and is available on the internet at [GolfMindRx.com](http://GolfMindRx.com).

Golfers have sought the perfect swing for over a century with lessons, endless practice on the range, and reading books about golf swing instruction. All this turned out to be just half the challenge. NeuroGolf has completed the other half of the puzzle. 🏌️