

# The Golf Whisperer: An Interview with Dan DeMuth

by Wes Hamilton

Sixth of a seven-part series

**D**rive for show and putt for dough!" I heard this statement often on the golf course, and as I the meaning of the statement. On the tee box is where we begin our physical performance — and on the green we show our intuitive skills.

In my training sessions at "Better Golf—Better Business," I asked Dan DeMuth about this statement.

**Dan, what is the connection between golf, business and our personal life that the statement: "Drive for show and putt for dough!" is trying to tell us?**

**Dan DeMuth:** This statement has many levels of meaning. On the golf course, it means that just because someone hits the drive off the tee box 300-plus yards doesn't mean they will win the hole. The green is where the true talents are observed.

In business, it means that you need more than just a good product and lots of advertising. Customer service is where the "dough is made."

In life, it is important that we not only look good, live in a nice neighborhood and drive an impressive car. We score highest when we are authentic and known by our words actions and deeds that create win-win experiences.

In business, golf and life, it is important that we continue to be creative and learn to experience and capture joy in the things we do. Looking at golf and life differently allows us to "not play out of the same divot" that we created in our game the day before. Remember: "Change the tactic to change the experience." Change it up.

We can achieve our "30 seconds of fame" if we can learn to take action, risk and explore the possibilities instead of experiencing no risk, no action and repetition of yesterday's events.

**Dan, when you say "change it up," what does that look like?**

**DeMuth:** Well, what if you take a different route to work tomorrow? What would your experience be if you used a five iron instead of your driver off the tee box on your next par 5 hole? What would it feel like to surprise your significant other with an impromptu dinner or perhaps a weekend getaway that was not planned?

To have a different experience, we need to change something in our life. I refer to the movie Groundhog Day. If you haven't seen it, I suggest that you do. The movie shows us how we do the same thing over and over each day and become frustrated and bored, because we aren't experiencing something better.

How many times have you heard a golfer, a business person or a significant other complain that they are frustrated or bored? Well, change it up!

**Can you give examples of how you change it up in your life?**

**DeMuth:** I am constantly checking in with my surroundings. I stay connected to what I am experiencing and where I am in the present moment. I believe what I do is best described in the book *The Power of Now* by Eckart Tolle.

I respect the needs and wants of others in my surroundings. I spend a few minutes in the morning and several times during the day to get clarity with my intentions of what do I want and what I hope to experience. I also look at my daily commitments with new perspectives. I consciously choose to

create a new experience to see if it can bring me more joy. Joy can come through my performance, and joy can come through experiencing the present moment of my day.

**Dan, do you find most people are able to understand these skills you use and apply them in their own lives?**

**DeMuth:** This is a very curious thing! Most people don't or won't give themselves permission to look at things differently until they are in "breakdown." What I call breakdown is when you are cruising along in life and BAM! You hit the wall. You lose your job, you get involved in a lawsuit, your health is challenged, your relationships are challenged, or perhaps your golf game goes south and you are no longer able to perform and score as you have become accustomed to playing.

You have an outside force that creates a void where you can give yourself permission to ponder, reflect and assess your self and goals. When this reality check happens, you become more open and available to looking at "changing it up" in your life.

My vision in teaching "Better Golf—Better Business" is to get people connected to being proactive with their lives. I would like people to begin to look at themselves daily, be open to the possibilities. Realize that everything we do is a reflection of who we are and what we want to achieve. Golf. Business. Personal. It all begins with you!!!

**Dan DeMuth is the Golf Whisperer inspiring people to play "Better Golf" on and off the course. The Better Golf Studio is located in Golden Valley, Minn. Contact Dan at (763) 513-9285 or e-mail [dbgolf@qwest.net](mailto:dbgolf@qwest.net)**

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