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GrayInstitute™

NIKE GOLF 360°
FUNCTIONAL PERFORMANCE SYSTEM
DIGITAL BROCHURE

WE BELIEVE IN THE ATHLETE

WE BELIEVE every golfer strives to be better.

WE BELIEVE every golfer is hard-wired to compete.

WE BELIEVE every golfer plays with passion.

::NIKEGOLF 

A GAME- CHANGING PARTNERSHIP

Nike Golf and the Gray Institute partnered to develop the NG360° Functional Performance System (FPS) Powered by the Gray Institute. Together we are transforming human potential into human performance.

Located in Beaverton, Oregon, Nike Golf designs and markets golf equipment, apparel, balls, footwear, bags and accessories worldwide. Nike Golf is passionately dedicated to ushering in the future of this great game by developing ground-breaking innovations that enable athletes to perform at their physical and mental peak.

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Located in Adrian, Michigan, the Gray Institute is the world's foremost authority on Applied Functional Science™ and the innovative voice of human performance. The Gray Institute is recruited to consult, analyze, assess, rehabilitate, restore, train, and condition individuals of all levels and abilities, including professional sports.

GOLF IS A SPORT

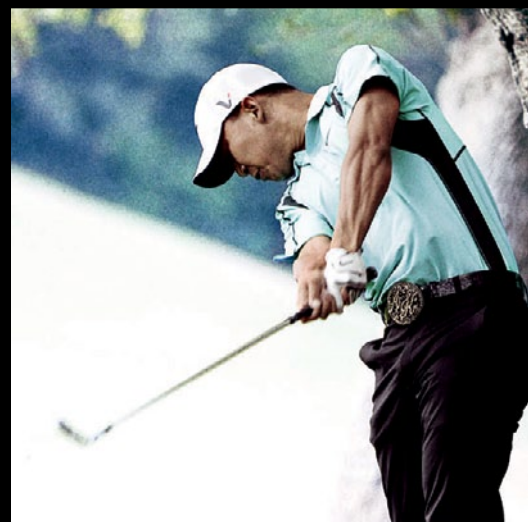
NG360° FPS is a scientific process of analysis and training to enhance the athleticism and performance of golfers at any skill level.

NG360° FPS was designed to push the threshold of human performance. That means challenging the status quo. Traditional techniques and conventional wisdom were thrown out the window. We started from scratch. We started with the truth.

Truth is based in science and driven by purpose. It is the WHY behind the HOW and WHAT we do. Our performance analysis and training techniques are guided by logical strategies derived from the Applied Functional Science™ principles of human movement.



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INTEGRATED SUCCESS

All of human movement, athleticism, and golf is Applied Functional Science™.

The convergence and integration of physical sciences (the physics of sport), biological sciences (the biomechanics of sport) and behavioral sciences (the psychology of sport) are the principles of Applied Functional Science™ (AFS). This is the foundation of NG360° FPS.

The strategy and purpose of NG360° FPS are what drive the techniques of performance analysis and performance training to improve the athlete for success.



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BIOLOGICAL



PERFORM IN ANOTHER DIMENSION

Effective and efficient analysis leads to effective and efficient training. NG360° FPS brings it all together; the test is the exercise, and the exercise is the test.

Our Three Dimensional (3D) Performance Analysis and Training program delivers consistent improvement of golf-specific athleticism and performance. These are the planks that make up the NG360° FPS platform:

3D FPS ANALYSIS

- 3D swing analysis
- 3D transformational zone analysis
- 3D mostability analysis

3D FPS TRAINING

- 3D flexibility/mobility training
- 3D stability/balance training

3D FPS TRAINING *(continued)*

- 3D strength/power training
- 3D speed/reaction training
- 3D agility/coordination training
- 3D fundamentals/skills training
- 3D endurance/sustainability training
- 3D resiliency/adaptability training
- 3D recovery/restoration training



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COMPETE

PERFORMANCE
CYCLE

TRAIN

ANALYZE



COURSE OF ACTION

Your learning experience with NG360° FPS is a three-stage process: ONLINE, ONSITE and ONGOING.

The ONLINE stage provides a foundation for your knowledge. A self-guided video curriculum, provided by Gray Institute, will take roughly 21 hours to complete.

The ONSITE stage is the culmination of your learning. You will spend two days at a seminar with NG360° GPS creators Gary Gray and Dr. David Tiberio, review your prior studies, and be prepared to implement NG360° FPS.

The ONGOING stage is part of your establishment as a certified NG360° Golf Performance Specialist. You will continue to receive the support and benefits you need to develop within NG360° FPS.



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THREE STAGE PROCESS



ONLINE

- 21 Hours of educational modules
- Dynamic on-demand video content
- Detailed supplemental outlines
- Self-paced sequential instruction
- Strategic check-up assessments
- Instant knowledge and feedback
- Seamlessly integrated information

ONSITE

- Two-day professional seminar
- Small group environment
- Understand-experience-demonstrate (UED) method
- Encouraging and empowering skill acquisition
- Competency and confidence assessment
- Interactive certification process
- Practice management and marketing collaboration

ONGOING

- One-year NG360° GPS certification privileges
- Exclusive NG360° GPS professional designation
- Exclusive access to NG360° FPS GRAY INSTITUTE exercise library
- Exclusive access to NG360° GPS website
- Exclusive access to NG360° FPS educational modules
- Exclusive use of NG360° FPS marketing tools
- Exclusive inclusion on NG360° WEBSITE GPS finder



COURSE OF ACTION: ONLINE

The ONLINE stage consists of the following:

- Golf and Applied Functional Science™ (AFS)
- Golf-Specific Principles of AFS™
- Introduction to AFS™ Nomenclature
- 3D Performance Analysis
- 3D Swing Analysis



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ONLINE

GOLF AND APPLIED FUNCTIONAL SCIENCE™ (AFS)

- Introduction to AFS™
- Part 1: The Sciences of AFS™
- Part 2: The Process of AFS™
- Part 3: The Principles of AFS™
- An Overview of AFS™: Assessment

GOLF SPECIFIC PRINCIPLES OF AFS™

- Introduction to Chain Reaction: GOLF
- Chain Reaction® Skeletal: Real Causes Relative
- Chain Reaction® Skeletal: Real Causes Relative-Assessment
- Chain Reaction® Skeletal: Golf
- Chain Reaction® Functional Muscle Function: Beyond the Anatomical Model
- Chain Reaction® Functional Muscle Function: Beyond the Anatomical Model-Assessment
- Chain Reaction® Functional Muscle Function: Golf
- Chain Reaction® Proprioceptors: The Organizers of Coordinated Movement
- Chain Reaction® Proprioceptors: The Organizers of Coordinated Movement-Assessment
- Chain Reaction® Proprioceptors: Golf

INTRODUCTION TO AFS NOMENCLATURE™

- Part 1: AFS™: Foundation, Process, and Nomenclature
- Part 1: Assessment
- Part 2-A: Primary Teaching Example and Environment
- Part 2-A: Assessment
- Part 2-B: Beginning Position
- Part 2-B: Assessment
- Part 2-C: Driver, Triangulation, Rule of Self-Selection and Action
- Part 2-C: Assessment
- Part 2-D: Ending Position
- Part 2-D: Assessment
- Part 3-A: Connector Terms
- Part 3-A: Assessment
- Part 3-B: Vertical Logic to Horizontal Display and Examples
- Part 3-B: Assessment
- Golf Specific Examples: Nomenclature of movement analysis / training

3D PERFORMANCE ANALYSIS

- Biomechanics and Transformational Zones (TZ) of Golf
- Backswing (Bs) and Follow Through (FT) Biomechanics
- Subtalar Joint (Back Side) Biomechanics: Bs TZ
- Subtalar Joint TZ and Mostability 3D Analysis
- Ankle Joint (Back Side) Biomechanics: Bs TZ
- Ankle Joint TZ and Mostability 3D Analysis
- Knee Joint (Back Side) Biomechanics: Bs TZ
- Knee Joint TZ and Mostability 3D Analysis
- Hip Joint (Back Side) Biomechanics: Bs TZ
- Hip Joint TZ and Mostability 3D Analysis
- Hip Joint (Front Side) Biomechanics: Bs TZ
- Hip Joint TZ and Mostability 3D Analysis
- Knee Joint (Front Side) Biomechanics: Bs TZ
- Knee Joint TZ and Mostability 3D Analysis
- Ankle Joint (Front Side) Biomechanics: Bs TZ
- Ankle Joint TZ and Mostability 3D Analysis
- Subtalar Joint (Front Side) Biomechanics: Bs TZ
- Subtalar Joint TZ and Mostability 3D Analysis
- Lumbar Spine Biomechanics: Bs TZ
- Lumbar Spine TZ and Mostability 3D Analysis
- Thoracic Spine Biomechanics: Bs TZ
- Thoracic Spine TZ and Mostability 3D Analysis
- Cervical Spine Biomechanics: Bs TZ
- Cervical Spine TZ and Mostability 3D Analysis
- Shoulder Joints Biomechanics: Bs TZ
- Shoulder Joints TZ and Mostability 3D Analysis
- Wrist Joints Biomechanics: Bs TZ
- Wrist Joints TZ and Mostability 3D Analysis
- Distal Deceleration / Proximal Acceleration Biomechanics: Bs TZ
- Distal Deceleration / Proximal Acceleration: TZ and Mostability 3D Analysis
- Contact / Hitting Zone Biomechanics
- Contact / Hitting Zone 3D Analysis
- Follow Through Transformational Zone Biomechanics
- Follow Through TZ and Mostability 3D Analysis

3D SWING ANALYSIS

- Down the Line 3D Swing Analysis: Backswing
- Down the Line 3D Swing Analysis: Follow Through
- Face On 3D Swing Analysis: Backswing
- Face On 3D Swing Analysis: Follow Through



COURSE OF ACTION: ONSITE

The ONSITE stage consists of the following:

- Foundational Review and Integration of NG360° FPS Process
- Understand-Experience-Demonstrate (UED) Method®
- NG360° FPS 3D Performance Analysis Strategies
- NG360° FPS 3D Performance Analysis Process
- NG360° FPS 3D Performance Analysis Experience
- Understand-Experience-Demonstrate (UED) Method®
- NG360° FPS 3D Performance Training Strategies
- NG360° FPS 3D Performance Training Process
- NG360° FPS 3D Performance Training Experience
- Understand-Experience-Demonstrate (UED) Method®
- NG360° Golf Performance Specialist: Certification Privileges
- NG360° GPS Professional Designation Marketing Tools
- NG360° GPS Certification Presentation



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ONSITE

FOUNDATIONAL REVIEW AND INTEGRATION OF ONLINE NG360° FPS PROCESS

- AFS™: Sciences, Process and Principles of Golf
- Chain Reaction: Golf Specific NeuroMusculoSkeletal Systems
- Applied Functional Science: Nomenclature of Golf Analysis and Training
- Biomechanics and Transformational Zones of Golf

UNDERSTAND-EXPERIENCE-DEMONSTRATE (UED) METHOD®

- Competency & Confidence Assessment of AFS, Chain Reaction, Nomenclature, Biomechanics, and Transformational Zones
- Interactive Verification (IV) Certification Process

NG360° FPS 3D PERFORMANCE ANALYSIS STRATEGIES

- Performance Analysis Strategies
- 3D Swing Analysis
- 3D Transformational Zone Analysis
- 3D Mostability Analysis

NG360° FPS 3D PERFORMANCE ANALYSIS PROCESS

- 3D Swing Analysis
- 3D Transformational Zone Analysis
- 3D Mostability Analysis

NG360° FPS 3D PERFORMANCE ANALYSIS EXPERIENCE

- 3D Swing Analysis
- 3D Transformational Zone Analysis
- 3D Mostability Analysis

UNDERSTAND-EXPERIENCE-DEMONSTRATE (UED) METHOD®

- Competency and Confidence Assessment of 3D Performance Analysis
- Interactive Verification (IV) Certification Process

NG360° FPS 3D PERFORMANCE TRAINING STRATEGIES

- Performance Training Strategies
- 3D Flexibility/Mobility Training-3D Stability/Balance Training
- 3D Strength/Power Training-3D Speed/Reaction Training
- 3D Agility/Coordination Training-3D Fundamentals/Skills Training
- 3D Endurance/Sustainability Training-3D Resiliency/Adaptability Training

NG360° FPS 3D PERFORMANCE TRAINING PROCESS

- 3D Flexibility/Mobility Training-3D Stability/Balance Training
- 3D Strength/Power Training-3D Speed/Reaction Training
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NG360° FPS 3D PERFORMANCE TRAINING EXPERIENCE

- 3D Flexibility/Mobility Training-3D Stability/Balance Training
- 3D Strength/Power Training-3D Speed/Reaction Training
- 3D Agility/Coordination Training-3D Fundamentals/Skills Training
- 3D Endurance/Sustainability Training-3D Resiliency/Adaptability Training

UNDERSTAND-EXPERIENCE-DEMONSTRATE (UED) METHOD®

- Competency and Confidence Assessment of 3D Performance Training
- Interactive Verification (IV) Certification Process

NG360° GOLF PERFORMANCE SPECIALIST (GPS): CERTIFICATION PRIVILEGES

- NG360° GPS Exclusive NG360 FPS GI Exercise Library
- NG360° GPS Exclusive NG360 FPS Website
- NG360° GPS Professional Network
- NG360° GPS Certified Professional Finder Tool and Referral System
- NG360° Yearly Recertification Process and Opportunities

NG360° GPS PROFESSIONAL DESIGNATION MARKETING TOOLS

NG360° GPS CERTIFICATION PRESENTATION



COURSE OF ACTION: ONGOING

The ONGOING stage consists of the following:

- Professional Designation as NG360° Golf Performance Specialist powered by Gray Institute
- NG360° GPS Exclusive Access to NG360° FPS Gray Institute Exercise Library
- NG360° GPS Exclusive Access to Continuous Digital Content and Promotions
- Continuing Education Credits available for movement specialists and PGA Professionals



ONGOING

PROFESSIONAL CERTIFICATION AS NG360° GOLF PERFORMANCE SPECIALIST POWERED BY GRAY INSTITUTE

- Prestigious partnership between the Gray Institute and Nike, a worldwide leader in athlete innovation.
- Powerful and creative marketing opportunities.
- Vital contribution to Nike Golf, serving as the athletic voice of golf and helping golfers improve their games.

EXCLUSIVE ACCESS TO NG360° FPS POWERED BY GRAY INSTITUTE EXERCISE LIBRARY

- More than 6,000 exercise videos online, including golf-specific exercise programs with corresponding images.
- Easy-to-use filtering system to deliver custom-designed, individualized workouts.
- Upload your own personal exercises and range drills to the ever-expanding library of content.

ACCESS TO CONTINUOUS DIGITAL CONTENT AND PROMOTIONS

- Ongoing educational modules and instruction of AFS™, Chain Reaction®, AFS™ nomenclature, biomechanics and Transformational Zones of Golf.
- Comprehensive collection of NG360° FPS 3D Performance Analysis and 3D Performance Training techniques along with corresponding strategies and foundational principles.
- Integrated NG360° FPS 3D Range Drills with swing faults and body fixes.
- Profile located on the NG360° GPS Finder.
- Become an integral member of the NG360° GPS community by sharing best practices.

CONTINUING EDUCATION CREDITS

- Sign-in sheets will be available at the seminar to report continuing education credits for both movement specialists and PGA Professionals.
- PGA Professionals will receive 6 MSR points for completion of the online education and 16 MSR points for completion of the two-day on-site seminar.



OUR COACHES

David Tiberio, Ph.D., PT, FAFS, NG360 GPS, is the co-director of NG360° Functional Performance System and the dean and co-developer of GIFT. Dr. Tiberio is widely recognized for his work in the areas of human movement and performance, biomechanics and Applied Functional Science.

Gary Gray, PT, FAFS, NG360° GPS, is the co-director of NG360° Functional Performance System, the CEO of Gray Institute, and co-developer of GIFT. Gary is known as the “Father of Function and Human Performance” and is the creator of the highly acclaimed Chain Reaction Seminar Series, Functional Video Digest Series, Fast Function Digest Series, and the Free2Play 3D Movement Literacy System.



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BETTER YOURSELF TO BETTER YOUR GAME

Becoming a NG360° Golf Performance Specialist (GPS) is an opportunity to bring innovation and inspiration to every athlete. It is a commitment to your own professional and personal development. It is building credibility and confidence in your own abilities. It is bringing out the best in others. As a NG360° GPS, you will develop skills that have purpose, inspire passion and add value to your industry.

Create a synergistic alliance between yourself, Nike Golf and the Gray Institute by becoming a NG360° Golf Performance Specialist. With support from Swoosh Elite Staff and Fellows of Applied Functional Science (FAFS) from the Gray Institute for Functional Transformation (GIFT), NG360° FPS is uniquely designed to empower golf and movement professionals with the techniques they need to bring inspiration and innovation to golfers everywhere.



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