

# HEAD GAMES

**Q:** If I try to diet, all I can think about is food. If I decide not to watch TV, all I can think about is *CSI*. How do I stop my mind from working against me?

**A:** When Ben Hogan—one of the greatest pro golfers of all time—joined the PGA, he was convinced he couldn't win. Early in his career, his negative inner dialogue led him to defeat and failure. So Ben created "Hennie Bogan," an imaginary coach who sat on his shoulder. Don't laugh. When Hogan's chronic insecurity surfaced, it was his alter ego's more positive message he listened to. Sixty-three PGA victories later, Hogan is third on the PGA all-time list.



So, what's the moral of this story? You can achieve only as much as you feel you deserve, and that's always expressed by the voice in your

head. In your case, your inner voice is coaching you to failure.

Like Hogan, create an "inner coach" who exemplifies the resilience, willpower and determination you seem to lack. Next time you think about that piece of pie in the fridge, think about your coach and ask yourself, "What would he tell me to do in this situation?" Then remember that he's watching, and do the right thing.



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