

The Mind Factor is a practical approach to performance coaching that understands the role of the mind in sport and how to get the very best out of yourself and your clients.

The Mind Factor is led by Karl Morris, one of Europe's leading Mind Coaches who has consistently produced outstanding results for clients at all levels of sport and business with a practical and applicable approach based on real world experience as opposed to classroom theory. His strategies are simple and effective but above all else instantly beneficial.

From the world of golf he has worked with over 100 PGA Tour, European Tour, Challenge Tour, LPGA Tour and Ladies European Tour players. His clients and former clients include 2011 Open Champion Darren Clarke, 2010 Open Champion Louis Oosthuizen, 2010 US Open Champion Graeme McDowell, 2011 Masters Champion Charl Schwartzel and former World Number One Lee Westwood.