

We have taken the liberty to add friends with whom we wanted to share our newsletter. As with all transmissions these days, this one doesn't have to be in your inbox. If you prefer not to have it sent every two months, just let us know.

Also, we have elected to provide a URL from which our readers may download the current issue so as to deter anything resembling "spam." Thanks, CGM

One Under Par

Volume 11, number 1.

A Newsletter from ... **CLEARKEYGOLF**.....February, 2010

Tiger, Tiger... Cryptic Light Doth Shrink the Bright

We are, of course, each one, entitled to our own opinion, no matter the subject. That does not mean that anyone will necessarily have a purely perfect, priceless, unchallengeable opinion. That will likely depend upon what the eyes see, the ears hear, and the gut understands. One truth can be affirmed: if appreciation for the true dynamics of the human situation are missing, any attempt to understand any event regarding a person or a group of people will be incomplete and stilted by one's own infatuation with whatever is in that self-appointed view. It certainly has been so with the numerous notions and judgments passed around regarding Tiger Woods of late.

The Tiger odyssey certainly raises a few questions, does it not? To illustrate randomly:

Why the rush to condemnation by some and not others?

Is the condemnation personal or corporate? Who is at the helm of credibility?

Who has what kind of problem? The perceiver, the doer or both? Are their problems the same or different? Who has a cute/fake/true solution? And who gets to choose? Which solution or remedy should be followed? What part does judgment play? What part is subject to reason?

Is there a difference between punitive and palliative judgment?

Can you identify the behavior style of commentators and any biases in view by how they assess this situation?

We won't attempt to answer all those questions - and you may have a few more yourself - but we have clipped a few quotes that may bring a bit of curling (not the Olympic variety) insight to the matter that has twisted the tail of the Tiger and not a few of those trying to pass as wise and prudent observers.

What follows are in no particular order, but repeated, as are the questions above, to encourage thoughtful consideration and perchance to transform any rush taking place into a more patient form of judgment.

Shelley Fralic of the Vancouver Sun wrote: "So with respect to Tiger Woods or any other celebrity, the public desire to put them on a pedestal to attain almost God-like status and then participate in anguish, pity or loathing when they fall, seems to have less to do about the celebrities, and more to do with the mental states of those that allocate them celebrity status. It seems like the familiar expression--'get a life'--might be appropriate for people obsessed by the lives of the famous."

Rita Watson said:" In two years time, addiction to Tiger Woods spread beyond the golf world and included the media, his mistresses, his fans, his detractors. We could not get enough of the Tiger Woods tale. Perhaps one reason for the media addiction is the fact that reporters never

seemed to get wind of Tiger's secret life. It almost seems as if every word written today will compensate for all the words that could have been written if only we had known." _

Leonard Shapiro said in the Washington Post: "Everywhere I go these days, people who know what I do for a living keep asking the same question: Did you have any idea this was going on? I smile and sheepishly shake my head: No, I did not, never even a whiff."

Anthropologist Robert Shweder in Psychology Today: "The Tiger Woods melodrama has a silver lining. It's an opportunity to get free of the halo effect and to stop looking for knights in shining armor on the PGA tour or under some corporate logo. In other words it is an opportunity to get real. In this instance, disenchantment can be liberating.

The halo effect is the expectation that GREATNESS - let's call it the "g factor" - generalizes; for example, from the golf course to family life. In general, however, greatness does not generalize, which is one of the things that makes greatness human. It is also one of the reasons that, after scaling back their expectations, devoted fans of Tiger Woods, the athlete, might be well advised to just let him do his thing, which is to excel at golf.

The halo effect is the illusion of generalized grandeur. We are all tempted by its siren call: knowing that we wish for a world of heroes we are beckoned to imagine that our heroes are heroic over all horizons. There is no simple antidote to the seductive appeal of the halo effect. It's both easy and pleasurable to succumb to its illusions. Yet it is also painful when reality strikes, breaking the spell. Sharing that pain has become a national pastime in the month of December, induced by the specter of an undisciplined and ethically unmoored Tiger Woods, living his secret life away from the golf course, apart from the choreographed celebrity event and the scripted promotional interview."

(CNN) -- "Lamar Brantley has been handicapped by Tiger Woods. Brantley runs a Web site, Role Models on the Web. Woods is a featured player. But his decision not to remove the golfer has some people incensed, he said. 'I didn't feel like it was fair to pull him down because none of us are perfect,' Brantley said. 'The last few days, my comment box has been filled with hate mail and people telling me I should take him down. They are calling him every name in the book.' Once a darling of advertisers and a hero for his life on and off the links, Woods' image has taken a hit in the midst of accusations of infidelity with multiple women."

"Lions Fan" published in Bleacher Report: "We can scold Tiger for his indiscretions, be angry at him for lying to us. But let's be clear here: We, the fans of Tiger Woods, fell, hook, line, and sinker to his bill of goods...."

He has betrayed the public which is what I think the real reason why people are so angry with him. He worked very hard to create and maintain an image of all that is good in America. And we're ticked off that he has betrayed our trust."

Sportswriter Jamie Ambler, also in Bleacher Report wrote: "As I watched Tiger yesterday, I couldn't help but ask myself why we had to wait almost three months for his 'apology.' Three months? For this? OK, a week, or even a month would have been reasonable. But three months?... So why did we have to wait so long for something that wound up being so little?... It should take all of us years to officially accept Tiger's apology. It should certainly take Elin even longer. Why? Because it will take Tiger years to prove he is, in fact, a changed man. Tiger deserves the same 'wait and see' approach that we, as sports fans, should give to Mike Vick and 'Big Mac.'"

Coming clean is easy. Easy *after* the fact.

Sure, Tiger said all the right things. After getting caught. But why did it take him three months to do it?"

Greg Eno, another sportswriter for Bleacher Report says:

"In journalism, it's called burying the lead. It's the transgression of tucking the most important part of a story several paragraphs down, instead of in the opening, where it belongs.

Tiger Woods buried the lead.

First, Woods, the disgraced golfer, pitchman, and icon, doesn't owe me an apology. He doesn't owe you one, either. Or the person to your left, to your right, behind you, or in front of you.

He doesn't.

The only people to whom he owes a big old 'I'M SORRY' are his family and the companies who hired him to sponsor and promote their goods and services. That's it."

John Wise, 15 year veteran of writing about Sports figures:

"Just as Tiger mistakenly felt entitled to the privileges of fame and celebrity, we've mistakenly gotten comfortable with the notion that Tiger is required to tell us every erotic detail....We've gotten used to politicians losing themselves in scandalous infidelity, so why would we think one of the world's most recognizable athletes would be above such a mess? Tiger Woods is just a guy who plays golf for a living, and it's time to remember that fact and allow him to repair his life the way any of us would try to do."

Shaun Ahmad, usually a financial analyst, wrote in Bleacher Report: "Are we that desperate for something interesting that we feel we are owed some sort of showing of sorrow, from a man that the majority of us have never met and for an act of adultery that had zero impact on our own personal lives?..."

What is wrong with us as a people if we have to sit and listen to hours upon hours of analysis as to whether a complete stranger meant what he said or not? ...Parents that get upset with athletes like Allen Iverson, Kobe Bryant or Tiger Woods for not being better role models need to be better parents. Teach your children to enjoy sports and the athletes that exceed expectations, but to draw the line between personalities on the field and behaviors off of it."

We chose to omit passages that were written by those who were clearly so angry and biased that their comments were unfit for our newsletter, but if you have been awake for the last three months, you have seen and heard them too.

So what can we conclude? Not a great deal beyond our collective imagination, we suppose. A couple of things are noticeable, however. Whether you have looked at studies and research that speak eloquently of how people develop through life stages and what, if anything, comes from their years of life experience, which we believe is rather powerful, here is what we see.

Tiger woods became a celebrity at the ripe old age of two, when he appeared with his father as an up and coming player in the presence of Bob Hope on the Mike Douglas TV show, and was roundly rewarded in applause from an audience he did not know. Thus began, at the age when humans are just entering the stage of life that promotes autonomy or lack of it, Tiger's monumental entry into a world stamped with narcissistic honey aimed at him and, an impressionable two-year-old, resulting in an unwitting and formidable image engraved on his psyche. That happened without his permission, not because he wanted it, but because his father was already planning for him to be a world champion, if not savior, as he would later insist. Do you suppose that Tiger did not hear that? Can you imagine a progressively mobile set of circumstances under those conditions that would go unnoticed by a youngster being touted as "chosen one?" From thenceforth when he wanted to check on his worth and station in life, he only

had to turn toward his father, please him and assume a position of following that lead, while keeping his head in the proper position.

During whatever period of time, to which we are not privy, his dalliances took place under that lifelong shadow in two ways. **One**, he said it himself - he felt "entitled" - which arrived and fixed itself as little more than a hangover from the applause he heard from the age of two, and which he had no way to evaluate or assess for its true value in his development. **Two**, it is clear in both psychiatric and psychological studies that under some circumstances such as are evident here, sexual activity can be either hostile or searching for a way to break through imposed control fixations learned from parenting figures that virtually stationed him in such a way as to prevent any developed feeling of human warmth and affiliation - the normal need for closeness - rather than the subtle distancing from others that accompanies the inner world of those who become public property as opposed to being able to enjoy personal mutuality. Tiger is not the first in that department and will not likely be the last. But for the moment the rest of the world is acting like he is the alpha and omega.

What about those of us who are onlookers, muckrakers, perceivers, voyeurs, secret offenders, or just an audience attending this drama?

If you are owner of the Driver behavior style, you probably listen, laugh, smirk, hide from the entire mess and wonder what it will cost you in lost revenues.

The Persuaders flit about mostly at cocktail parties and other gatherings, comparing their own virtues to Tiger's misery and wonder why he had to "mess with" all those women. The people issues are primary.

The Craftsmen out there may be mortified by Tiger's failure to care about his family and quietly going about cursing the day he was born, but secretly looking for the day when he will again show up on the first tee. They are slow to anger and slow to forgive...but they will.

Analyzers are so angry they can't see straight because this perfect specimen turned out to be human after all - damn him. If you can't be perfect, you do not belong on my horizon or in my presence.

Those caricatures may need a powder puff or two, but they fill the bill for those who openly or secretly admired the man, only to come suddenly and unexpectedly upon his feet of clay.

Ultimately, this is a case of choosing your own poison. I think I'll just make mine a vodka and clamato juice.

This writer hopes the boy gets to reach what for him has been a denied manhood, can stay home personally, and once again assume the professional role that makes it to the Masters.

Cheers to and for all.