

Notes from Las Vegas

Friday July 16 – Wednesday July 28, 2010

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Saturday July 17th: *Sports Management Worldwide Sports Career Conference – Basketball*
Location: UNLV

Sports Broadcast & Media Panel -

Brian Wheeler, Radio play-by-play voice of the Portland Trail Blazers:

- Read as much as you can.
- The sooner you start reading and learning as much as you can about the business the more likely you'll be successful.
- Make sure you learn the basics and understand the fundamentals of every aspect to the business.

Marc Berman, NY Post:

- “When covering a losing team it gets more difficult to get a quality story as the season goes on because the spirit among the players, coaches, and people within the organization goes down.”
- It's important to work hard to build sources in the business. The biggest way of doing that is trust.

Basketball Scouting Panel –

Ed Gregory, Former Golden State Warriors GM:

- “Go with what you believe because if you're fired for it you won't hate yourself.”
- “If you're in something you love, it's not work.”
- Learn all you can about the game.

Frank Burlison, Basketball Analyst:

- Worst thing you can do is make a decision on one look.
- Watch how fans react to the player. If bad then that should be an immediate red flag.
- Better to see live because you don't get a great sense of size and speed on film.
- You must watch for where you think the player will be in one, two, five years from now. Not where they are now.
- Scouting is getting more difficult because you don't have a lot of time to watch someone.

Scotty Stirling, Sacramento Kings Head Scout:

- If you want a job in professional sports, start as an intern.

3 Things for Interns

1. Sell Season Tickets
 2. Group Sells
 3. Sponsorships
- “The day you get hired in sports is the day you start to get fired.”
 - Advanced scouting is the most difficult job because you go on the road before your team but a great way to get good at it is video.
 - “The worst situation I have to deal with every year is the media. The media always thinks they know who you should draft. Then coaches who have been working all season and have not scouted one day of their season also think they know who to draft. I can’t tell you how many times my staff has watched a player for 6 months and knows not to draft him. Then the media says we must draft this kid, and the coach will come in and jump right on board with the media. Unfortunately, it’s up the owner on who is going to make the final decision. A lot of times the owner goes with the media and coach which makes me job pointless!”
 - Best way into the game is through the video room.
 - Internet, be careful because the majority of information on it is bad information.

Life as a Sport Agent -

Keith Glass, NBA Agent & Author of “Taking Shots”:

- “I tell my players to only listen to 15% of what teams tell you. The players that make the roster off of the summer league roster are those that score and make plays. Not passing the ball and being the good guy.”
- Teams tell you what they want you to do, not what to do to make the team.
- The best part of my job is that I get to travel the world. “I’ve brought my wife on some of the best vacations overseas.”

Q & A -

David Kahn, Minnesota Timberwolves GM:

- Need to always find a great player to carry your team in a time of distress.
- People with the media have a short memory. There is always something new that comes through the media. So if you’re in the media for something bad, you need to know that you will be out of it soon enough.

Basketball Operations:

Chad Buchanan, Portland Trail Blazers Director of College Scouting:

- Really study the business.

- Read as much as you can.
- Make yourself so valuable that your organization can't afford to get rid of you. Your organization will keep finding new ways to keep you around and will promote you to give you an incentive.

Dave Babcock, Milwaukee Bucks Director of Player Personnel:

- “Unfortunately we don’t have the front office staff that other organizations do so we have to be more resourceful and there can’t be any wasted motion.”
- Always better to watch a player live than on film.
- Don’t ever read stuff out of the media. Evaluate with your own eyes and ears. The media will screw you up!

Q & A -

Marc Stein, ESPN:

- Social Media has become so much more involved with my daily work every single day.
- We have a giant family, so we have to work together and stay organized so we don’t step on each other’s toes.
- It has been great for the NBA to be in the media during the month of July due to the ‘Decision’ (LeBron James).
- Respect the media and they will respect you. We have to report the news and we have to create something that is entertaining but we still can do that without destroying a career.

Saturday July 20-21: Coaching U Live 2010

Location: Flamingo Hotel & Casino

Kevin Eastman, Boston Celtics:

Welcome Remarks -

- “Coaches, play the way you play and dedicate to it.”
- “We always ask ourselves and players, who can be mentally tougher.”
- Time to: Learn, Grow, Stretch Ourselves, invest in our success, and become more
- Worry about becoming more vs. earning more.
- Teaching emphasis: “Back to the area of attack on screens”, “Ten toes to the rim” (shooting), “Eyes make layups, feet make jump shots”
- Quality of feet = quality of shot
- Comments made to players: “If the mental ever meets the physical, you will be a star”
- “Once someone can do what you do and one more thing, you are replaceable”

What-

1. Learning
 2. Growing
 3. Stretching
 4. Investing in success
 5. Becoming of more
- Not 1 or 2 things, but a lot of things.

“Teaching the Big Men: Teaching Points to Drills” –

- Give your team 1 timeout per. practice.
 - Helps you learn who your leaders are.
- 3 Keys to Defense:
 1. Position
 2. Awareness - Know what may happen next
 3. Alertness - When your needed you go
- Big men must own mid-line
 - The closer you're to the rim the less skill you need.
- Teach post players to post in the mini lane.
- We don't want to post up.
 - Post across which gets you into mini lane or gets you to mid line.
- Create Mini Goals
 - ❖ 3 Lay-ups a quarter.
 - ❖ 1 pass ahead lay-up a half.
- Mistakes Post Players Make:
 1. Not Running
 2. Not Posting
 3. Not Getting the Ball
 4. He 'Thinks' He's Open
- Get ball into paint 60 x's a game, 48 for college.

Things to tell your post players:

- “Stay clear between the ears.”
- “You don't have to score to play.”
- “If you want to find a niche, offensive rebound.”
- “Need niche guys on your team, find a niche ENERGY guy.”
- When you work, make sure you and the players work with their 'heads'.
- “Maybe bad 1st shots, but rarely bad second shots.”
- Filling the lane and running rim to rim requires no skill but commitment and will.
- “If you rebound too much you won't come out!”
- ROLE: “May not be the one you want, but what we need to win a championship.”
- “The more you go after the ball, the more you get!”

NOTES:

- To be a great rebounder you must take away middle and weak side triangle.
- “Fist fight to get open, foot fight to score.”
- “Play the leverage game to get position.”
- Shoulders game defines leverage, the lower shoulders usually wins.

3 C’s to tell Post Players:

1. Catch
 2. Chin
 3. Check
- Catch – Perpendicular catch has no chin, to post use high leg to create space.
 - What appears to be open in HS is not open now due to length and width.
 - Must watch cutters, traps, and digs.
 - Feet give the post player the advantage.
 - See 90% of the floor after you catch it.
 - Give up position for possession.
 - Butt into thigh for no deny on post up.

Spacing –

- Must sprint to spacing. – If you jog help will stay.
- Play low to high.

Sealing:

1. Feet
 2. Butt
 3. Hands
 4. Triceps
- “Pause for poise.”
 - Must see the ball all the way to the rim.
 - When posting work to get the deny arm out of the way.
 - Break the angle on post feeds.
 - Take the ball to receiver’s hand.
 - Then palm.

- Learn and know your teammates.
- Run rim to rim.
- Post Move
 1. Feet 1st to get advantage.
 2. Ball second to get separation.
 3. On the catch read, don't rush.
 4. Let post feeders cut – shoulders to hips
 5. Don't limit options by where you post up to get power.
 - If you need it, use shoulders and hips
- Timing, don't waste a post up.
 - Post late instead of early. If you can't score we don't want you to post up.
- Have more solutions. (Steve Nash)
- When you catch utilize everything you have on your bodies. Use FAKES!
- Half court – Dunk off two feet.
- Drop step to be right at rim. Get ankle to middle of the rim.
- “Inside outside deeper.”
- “Inside outside follow.”
- Change speeds on your moves.
- If you see the back of their head, cut! Watch you man on defense, not the ball.
- Screen 1st guys, post second guy in 2-3 zones.

Tell Players –

1. Get ahead of man.
2. See ball.
3. Get to front of rim.
4. Post.

Ask Post Players – Can you score?

1. Low block
2. Baseline
3. Elbow
4. Trailer
5. Grey Zone

Shots –

1. Midline Hook
2. Dribble Drop
3. Up & Under
4. Spin
5. Block Hook
6. Free Throw

❖ Ask players to LOG the game (Kobe Bryant). What is you man doing in specific situations so you can make the right read when you need to?

- If you catch the ball too high or too low, use the face up game.

Face up Game:

1. Square shoot.
2. Jab Go
3. Jab Shot Fake
4. Jab Cross – Feet & Shoulder Ball
5. Jab Shot Fake & Go
6. Jab Shot Fake & Cross
7. Quick Cross
8. Get Fouled & make free throws

❖ Pump fake at rim, if man goes into air “Go through chest & chin, takes shot block away.”

❖ Great move – If there is a 3 quarters fight, put leg behind post and lift arms.

- When you have a forearm in your back spin. If there is a hand use face up game.

1. Perpendicular Post
2. Screener Scorer
3. Must screen situation
4. Screen Series

P/R

1. Arrive at the big without defender. Sprint to pick.
2. Weak side awareness.
3. Timing on weak side post up duck in.
4. Slide under – Consider what you tell bigs on penetration. Either go opposite or ball.

❖ “Tape the floor.” – Boxes penetration rule.

❖ Never let them foul shooting hand.”

❖ Don’t expose ball.

Summary:

- 3 C’s: Catch, Chin, Check (Cutters, Traps, Digs)
- The floor shrinks as you move up to a higher level
- Bend knees, get shoulders lower

- Feet give you advantage, ball gives you separation
- Give up position for possession
- Butt into thigh-no deny
- Spacing: Outside 3, sprint to spacing, face up and see the ball
- Play low to high
- Sealing: feet, butt, triceps, elbows
- Pause for poise on catch
- Cutting off post: Cut thru elbow, to the front of the rim, then out to corner. See the ball all the way to the rim.
- Post depth: Get deeper in the lane
- Move the deny arm to get open
- Get ball in line with target hand vs. getting passing angle. (Great visual teaching point)
- Talking on defense gives you a head start vs. the defense
- Feet first, ball second
- Shoulders at hips
- Read, don't rush on the catch
- Let the post feeders cut, and then go to work.
- Don't limit your options on where you post up.
- Steve Nash: Have more solutions in your game.
- Own the lane; rent the lane line, homeless when posting outside the lane.
- Shot fakes, foot fakes, ball fakes, head fakes are cool.
- Ball fakes should be violent and tight
- Play off 2 feet
- On drop step, ankle to middle of rim
- Inside-Outside-Deeper or Inside-Outside-Follow into ball screen (On pass outs from post)
- Change speeds on moves
- Subtle up or Subtle down on post ups (Gradual changes in position on each possession)
- Cut when you see the back of heads
- Watch the person guarding you, not the ball.
- Screen first, post second vs. zone
- Know the floor: Locate the ball past half court, get to front of rim, and then get to post up.
- Post Areas: Midline, Lane, Second Marker
- Shooting Areas: Duck In, Extended Post, Elbow, Trail spots, short corner
- Log the game (Kobe Bryant): How are you being guarded?
- Face up game: Caught low-pivot high, caught high-pivot low
- Anytime you feel forearm on back, spin off.
- Work on perpendicular post ups. Get ball to outside shoulder instead of chin.
- Screener, then become a scorer
- Must screen situations: Get particular player open first
- PNR Game: Try to arrive without your defender. Do not screen air.
- Pump fakes in traffic are cool. Go thru chest and chin.
- Weak side awareness: Timing, post across
- Put tape on floor to show penetration areas and post areas
- Never let them foul your shooting hand, make them foul non shooting hand.

POST DRILLS

Drills –

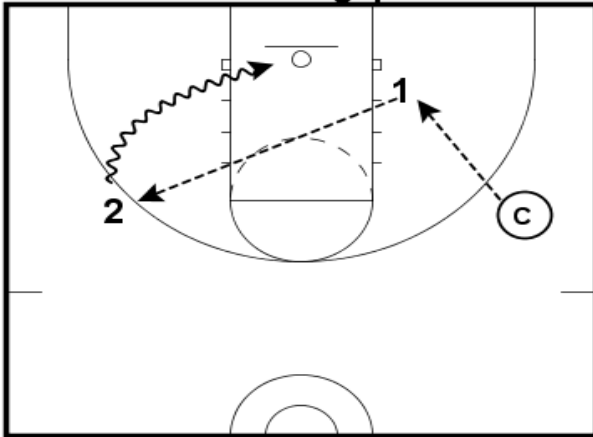
- Weak hand development
 - Practice push hand passes out of post

Weak Hand Post Passing

Coaching U 2010 - Drills

Frame 1

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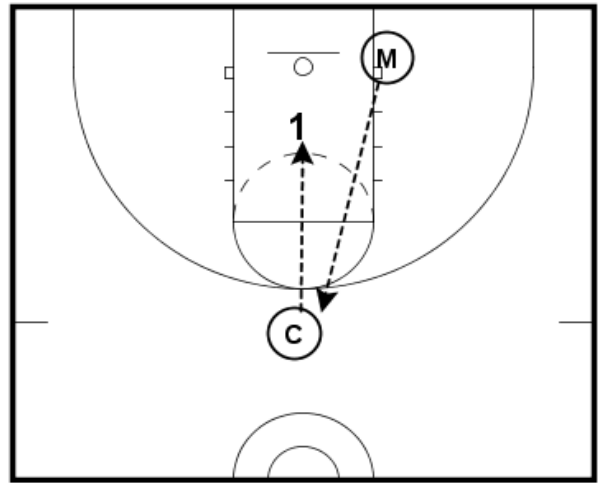


Post has left hand out, catch with one hand, make push pass to top shoulder. Receiver catches, sweeps and drives to basket. Passer rotates to receiver, receiver to end of line, New post steps out.

Continuous Jump Hooks

Coaching U 2010 - Drills

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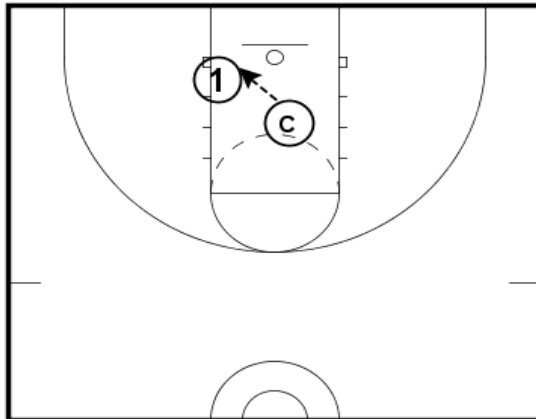


Start with 5 left and 5 right. Then coach yells direction as ball is in the air.

Continuous Weakhand Shooting

Coaching U 2010 - Drills

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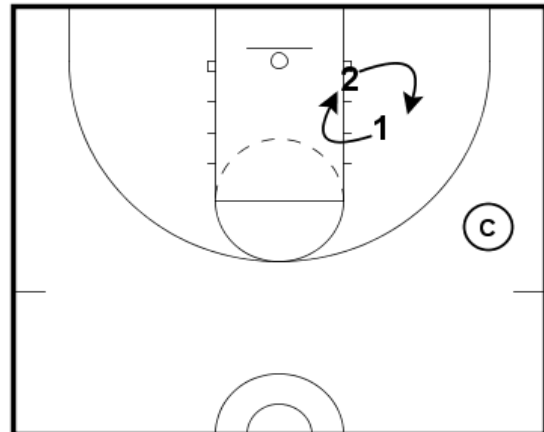


Coach quickly hands ball to player, shoots with weak hand.

Circle One on One

Coaching U 2010 - Drills

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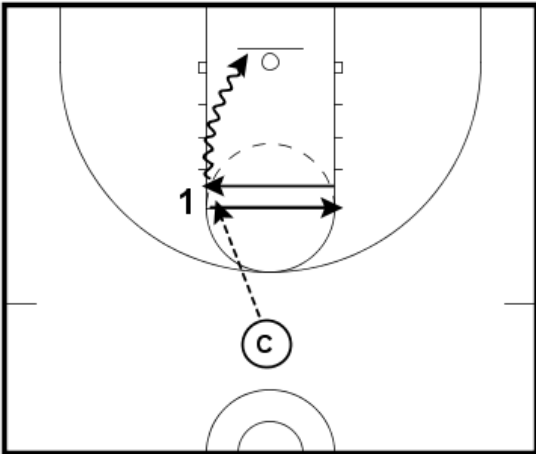


Both players run in tight circle, coach passes to either player. Play one on one. Can play in post, elbow, and mid line.

Celtic Post Series

Coaching U 2010 - Drills

Frame 1

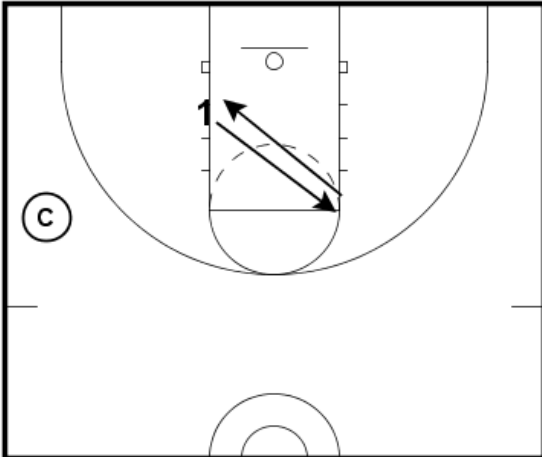


Player slides from elbow to elbow, coach passes, makes designated move

Celtic Post Series

Coaching U 2010 - Drills

Frame 3

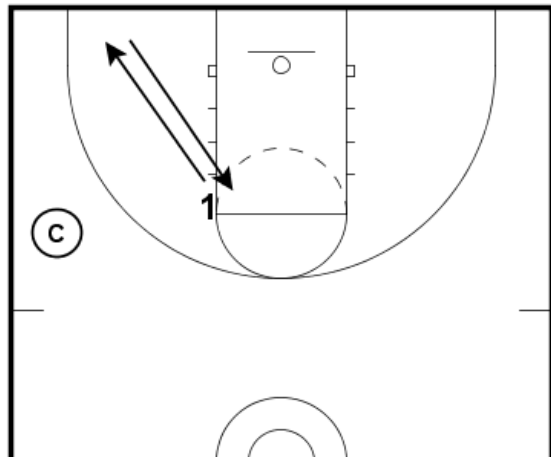


Work from second marker to opposite elbow, then back

Celtic Post Series

Coaching U 2010 - Drills

Frame 4

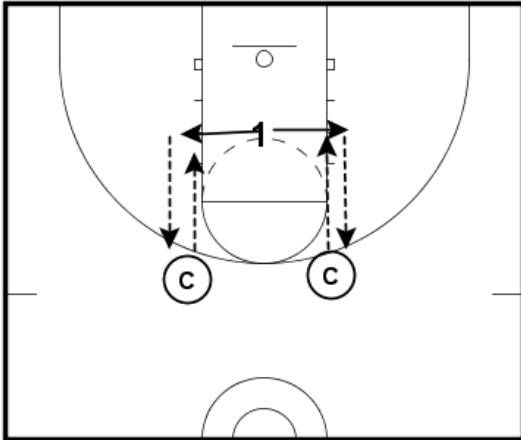


Elbow to Short Corner

Continuous Passing Drill

Coaching U 2010 - Drills

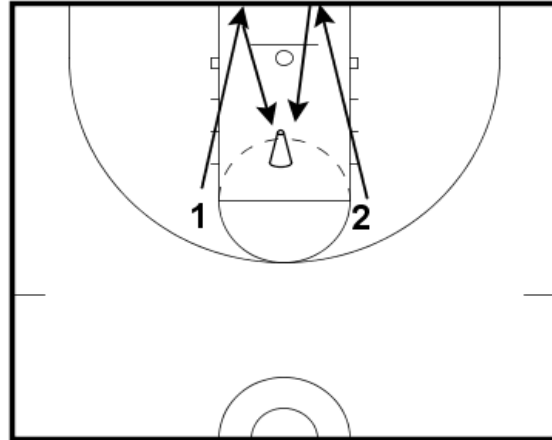
Frame 1



One on One Baseline Touch

Coaching U 2010 - Drills

Frame 1

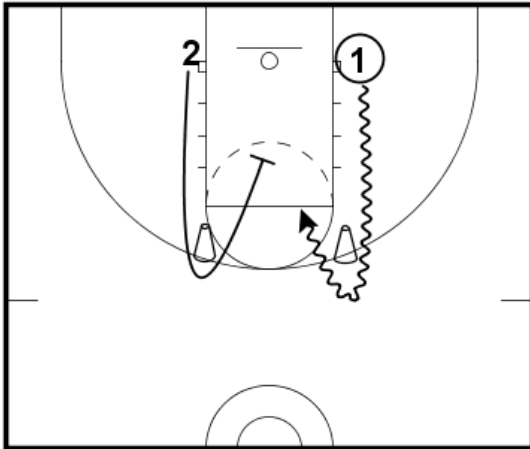


Chair in middle of lane with ball. Both players touch baseline, first to ball is offense. 2 dribble limit.

1-1 Chair Drills

Coaching U 2010 - Drills

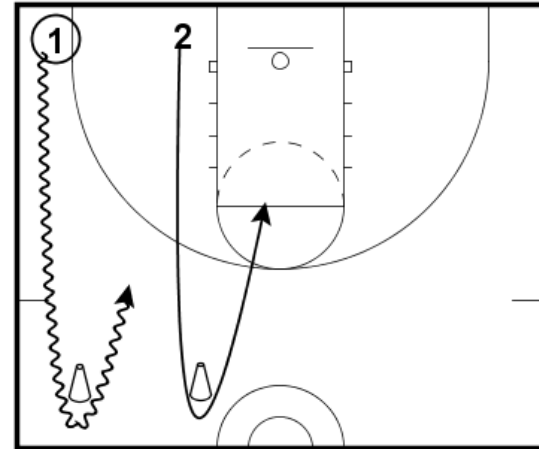
Frame 1



1-1 Chair Drills

Coaching U 2010 - Drills

Frame 2



Brendan Suhr –

- “What got you here won’t be what will get you to where you need/want to go.”
- Develop an opportunity for guys to play.
 - Confidence
 - Skills go up
 - Crowd involvement
 - Injuries
- ❖ Hubie Brown: Would do a 2-2-1 press when second unit would enter the game. It gets the second unit engaged, feel valuable. More importantly, it made the opponent prepare for one more thing.
 - You could also change up the offense for the second unit.
- Engagement: Is critical for everyone who works for you.

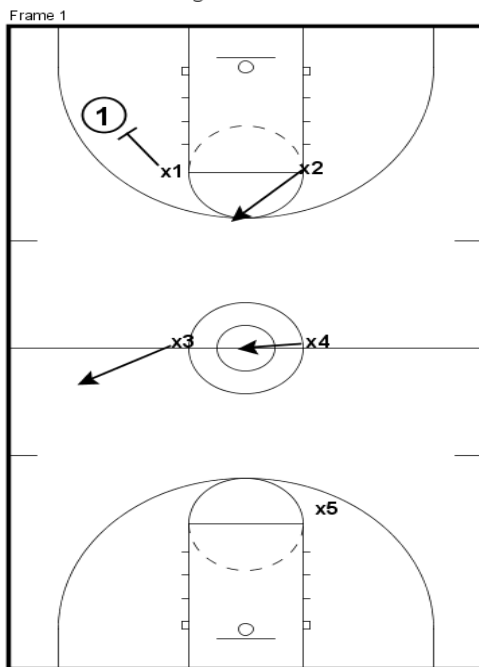
Can you do something to stop the best player from the other team?

SOB/BOB are like special teams. Place emphasis on them.

2-2-1: Can deny, trap, and match up.

2-2-1 Trap "Black"

Coaching U 2010 - Defense



- X1: Get pressure on ball
- X2: No middle
- X3: In Passing Lane
- X4: No middle
- X5: Opposite ball

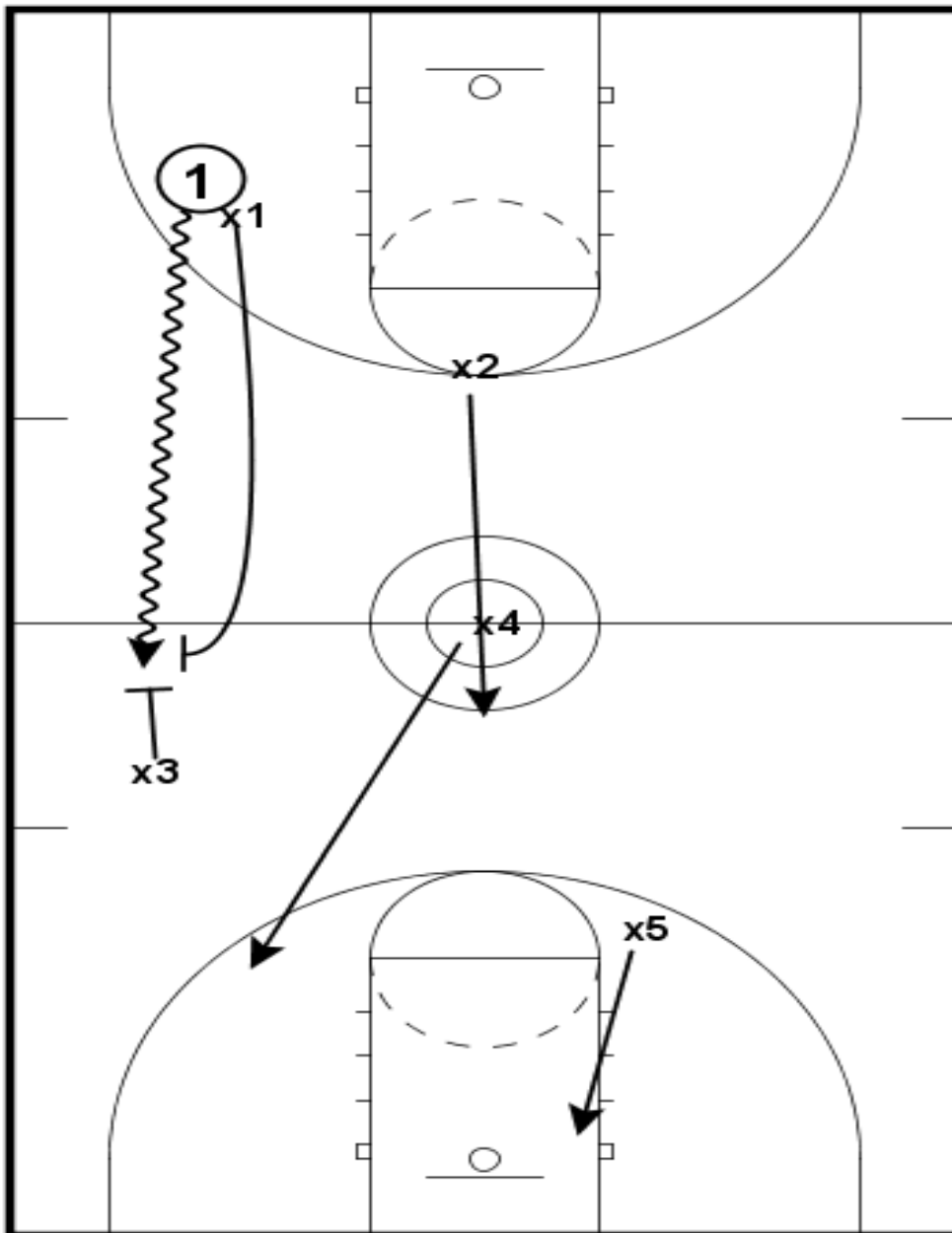
No traps in front court

No layups

2-2-1 Trap "Black"

Coaching U 2010 - Defense

Frame 2



X4: Ballside elbow

X5: Opposite block

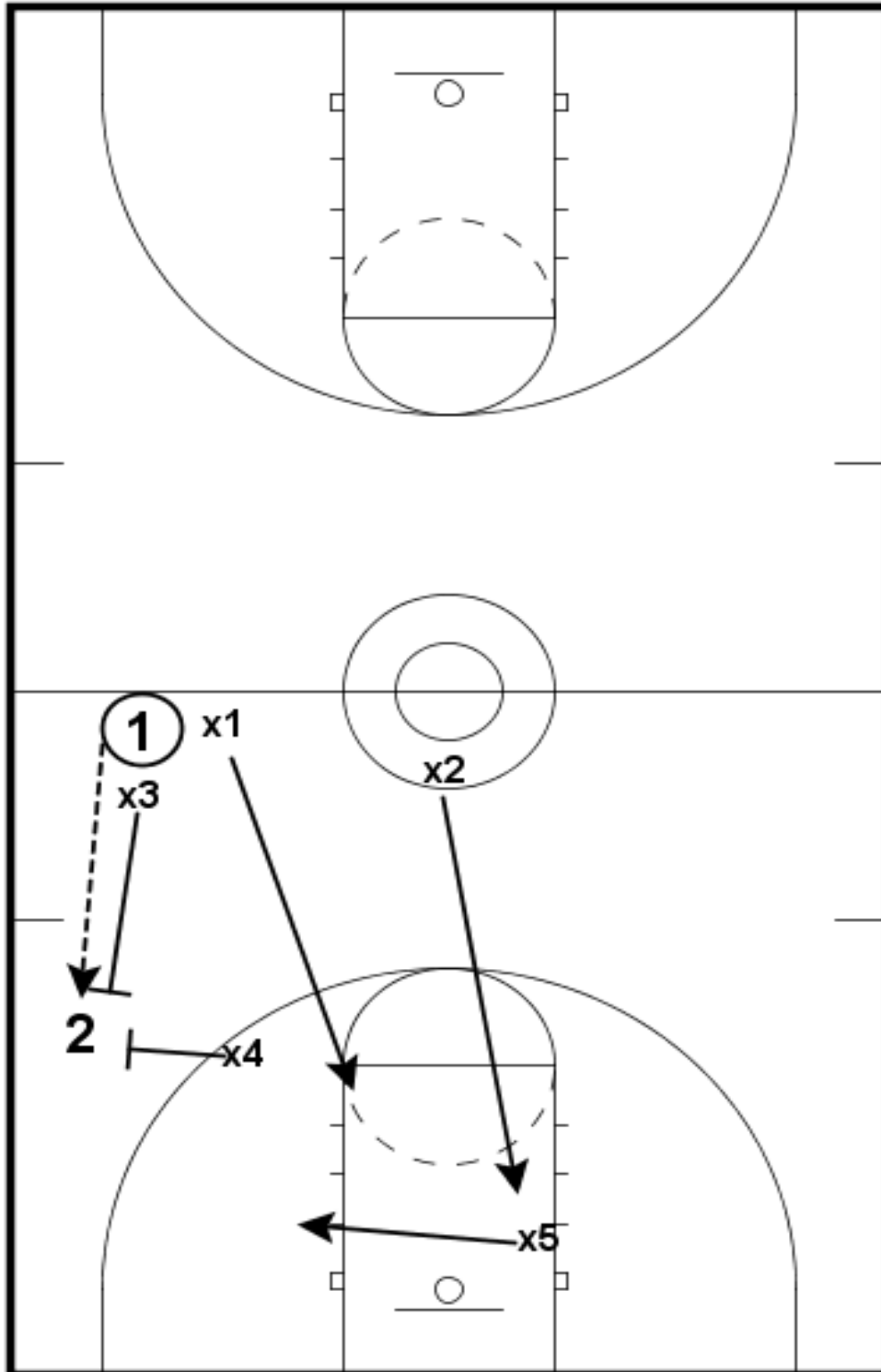
X2: Deny reversal pass

X3: Trap when ball crosses half court.

2-2-1 Trap "Black"

Coaching U 2010 - Defense

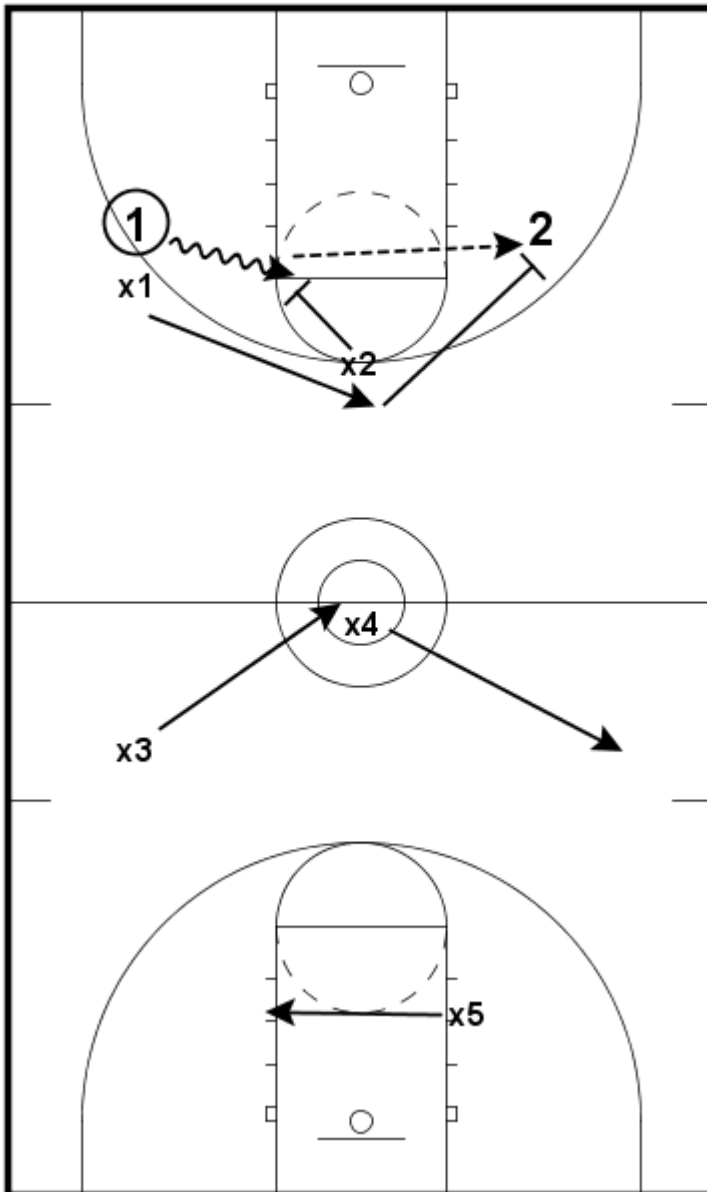
Frame 3



2-2-1 Trap "Black"

Coaching U 2010 - Defense

Frame 4

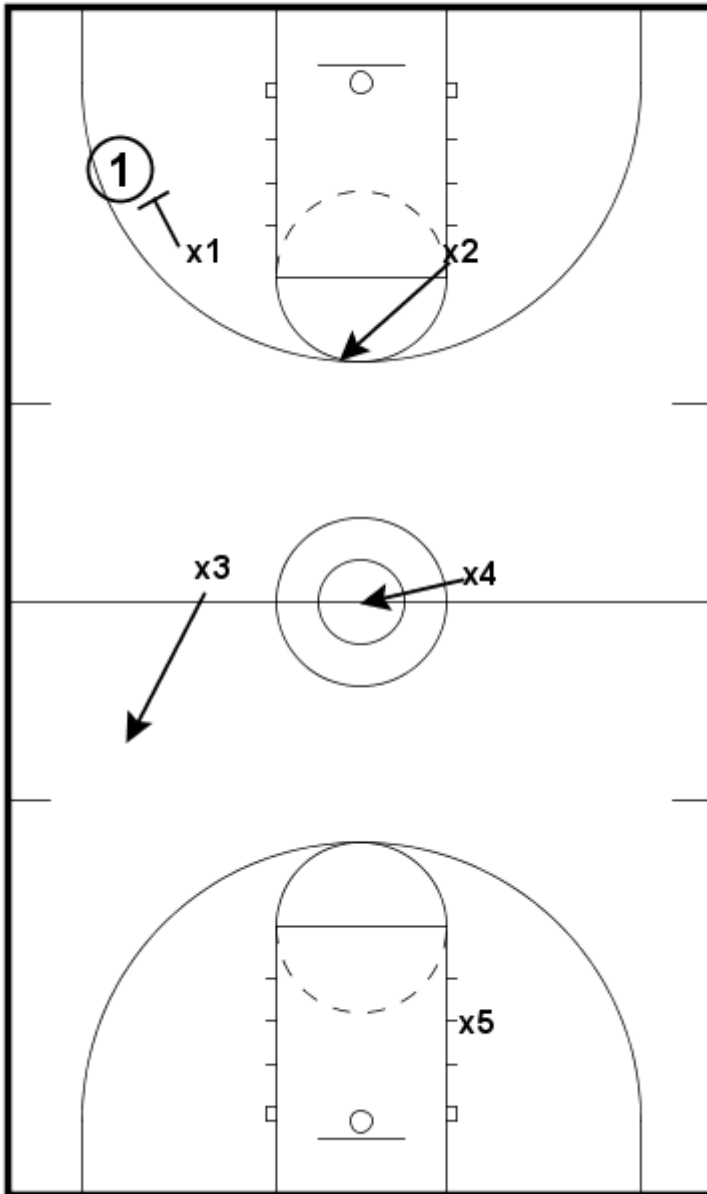


On middle penetration, X2 will run and jump.

2-2-1 "Black 1"

Coaching U 2010 - Defense

Frame 1



Players match up with any man in their area.

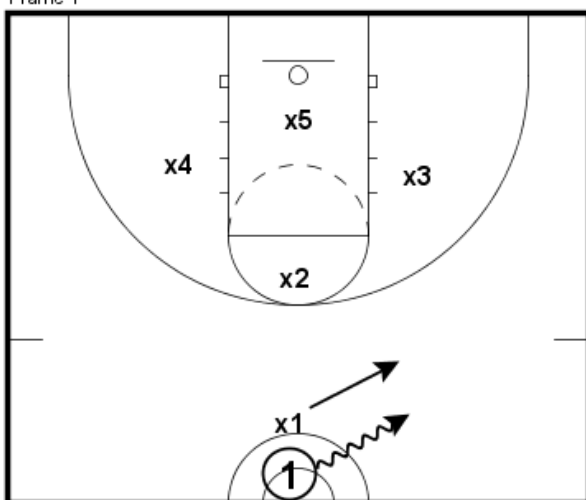
Same concepts as Pitino match up press.

“Black Out”: X1 and X2 face guard and deny. Good to get into after layup.

2-3 Zone Defense

Coaching U 2010 - Defense

Frame 1

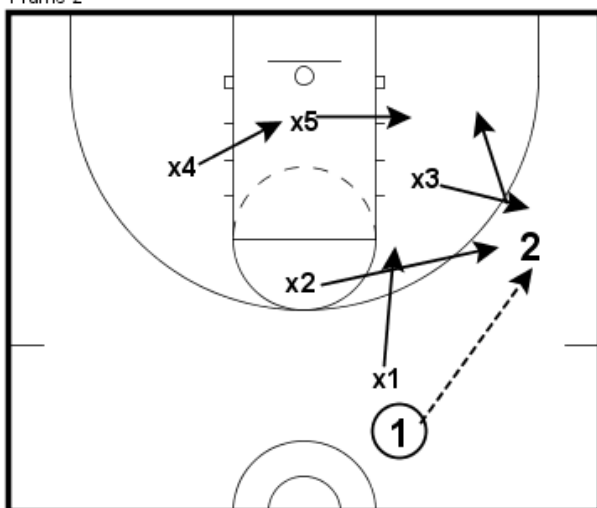


X1 pick up ball and force to side.

2-3 Zone Defense

Coaching U 2010 - Defense

Frame 2



X2 yells “Bump”, sends X3 back. X1 sprints to ball side elbow. X5 fronts

Bumping is zone version of closing out.

Anytime ball goes over forwards head: trap it and force to a corner.

Chuck Daley's best drill: Controlled scrimmage, first team to score twice wins.

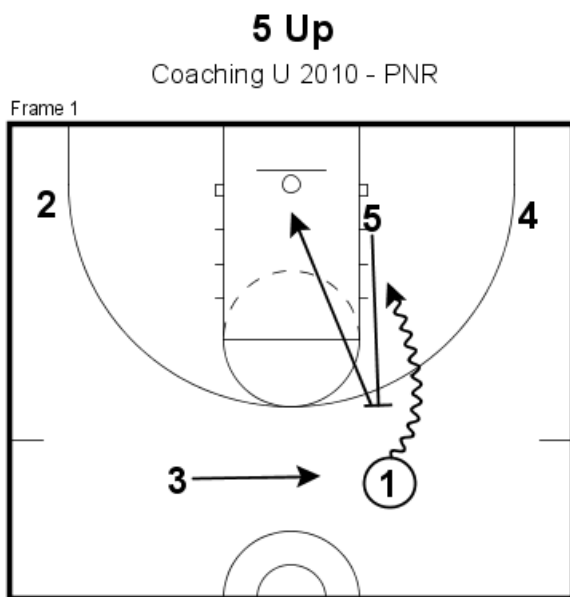
Jordan Rules

1. Ball on wing: Force to middle, trap with nearest player.
2. Ball in middle: Force left, trap with closest player.
3. Trap all PNRs. Make him a passer
4. Trap him in post from the top.

Can also run 3-2 zone and trap star wherever he/she catches the ball.

Offensive Ideas -

Double Drag (either half court or off break): Pick and sprint to the rim, best shooter pops.



Set screen on pro lane extended, as high as needed. Put 4 in corner to eliminate help.

On PNR:

1. Who has the ball?
2. Who is setting the pick?
3. What angle is the pick?

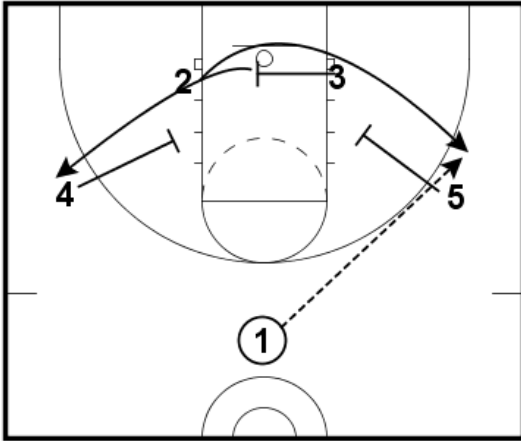
To be a good offensive coach: Know defensive actions. (Similar to football)

What plays do you have available to get your best player open? Can you make adjustments at halftime to keep getting your best player open looks.

Floppy Action

Coaching U 2010 - Baseline

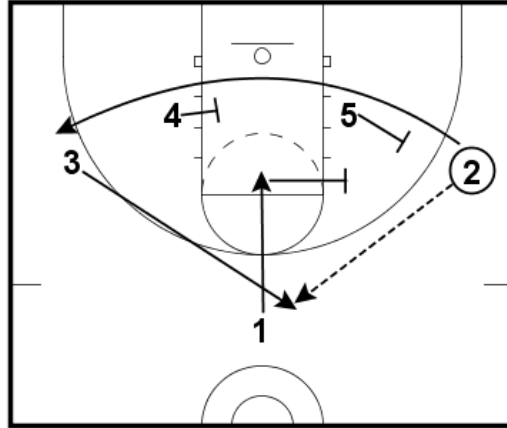
Frame 1



Floppy Action

Coaching U 2010 - Baseline

Frame 2

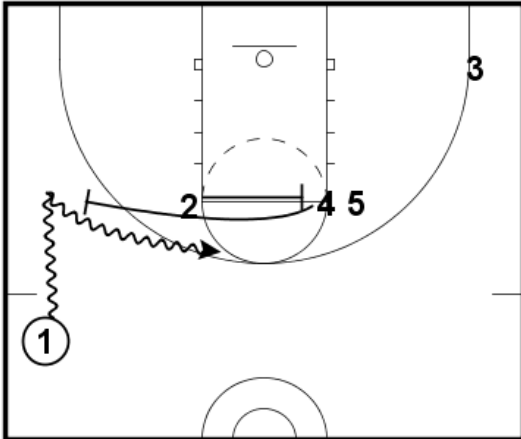


- Can run from stack set or 1-2-2, once ball is on wing and reversed, can run double exit action or have 1 screen.

124 Go

Coaching U 2010 - PNR

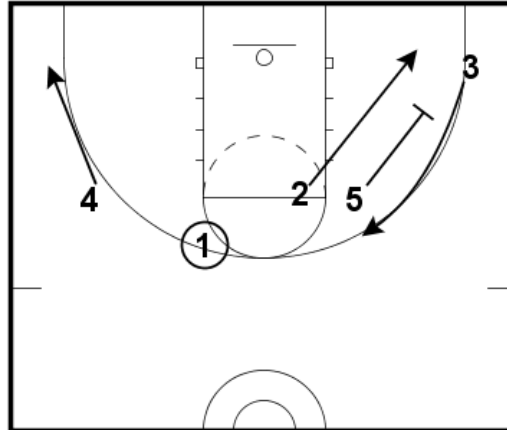
Frame 1



124 Go

Coaching U 2010 - PNR

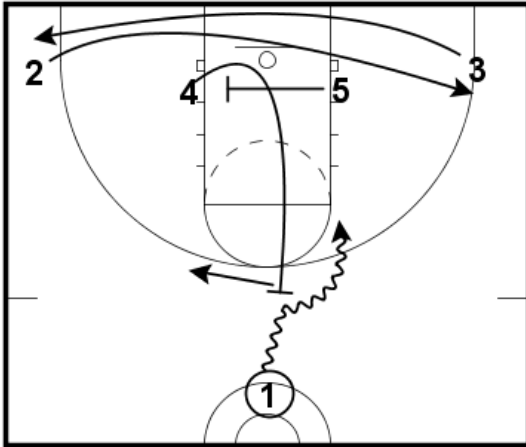
Frame 2



14 X

Coaching U 2010 - PNR

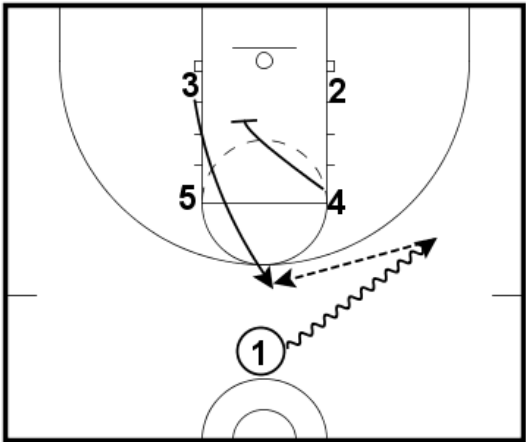
Frame 1



Floppy Swing

Coaching U 2010 - Baseline

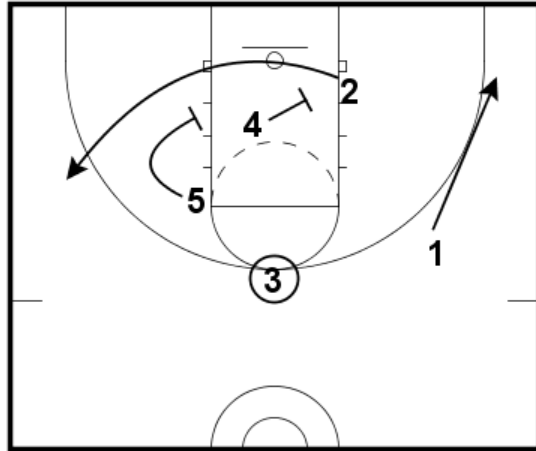
Frame 1



Floppy Swing

Coaching U 2010 - Baseline

Frame 2

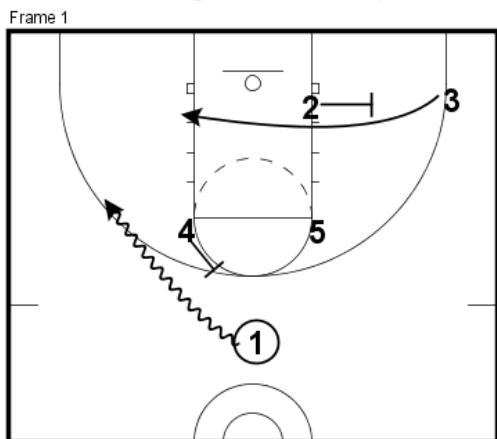


Doc Rivers –

- Coach's ego: Is it about you or about the team?
- "Beginners are open and experts are closed. When you become an expert, stay open!"
- **Character** vs. Character (**s**)
- You have to protect your team culture.
- The little things matter. *Example: Celtics won a game against Cleveland on jump ball.*
- Important little things: Extra pass, closeouts
- Build your staff around the team that you want to have: Loyal, hard working, disciplined.
- Sets up staff like a football program: offensive coordinator, defensive coordinator.
- Do you trust the people on your staff?
- Give them room to do their strengths.
- Cannot ask players to fill roles unless you let your staff fulfill their roles.
- Players must buy into your system of play.
- Have a theme/purpose to the season.
- *Doc took Big 3 on parade route they would ride for winning the championship. (same route Patriots and Red Socks used) Develop direction and image.*
- Ask players "Do you want to win?" Most say yes, but only if it's comfortable for them.
- Fight for your system/culture every day.
- Eliminate the S's in your program: Selfish, Stubborn, etc.
- Cannot let a talented player affect your thinking.
- Talking to players after the draft: "You only have a number for one day. After that, it is all up to you"
- If you steal something from someone, make it your own.

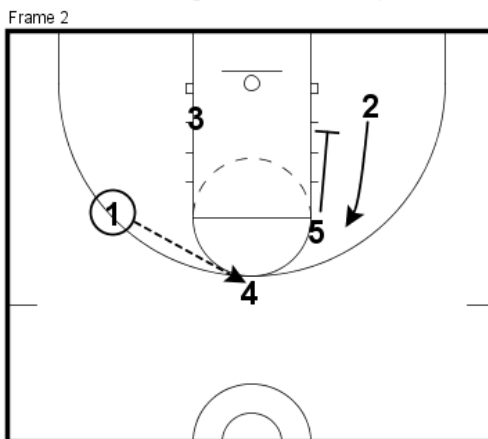
Celtic Motion

Coaching U 2010 - Post Ups



Celtic Motion

Coaching U 2010 - Post Ups



Similar to 4 Up Play used by Coach Daley. Just changed location of 2 & 3man.

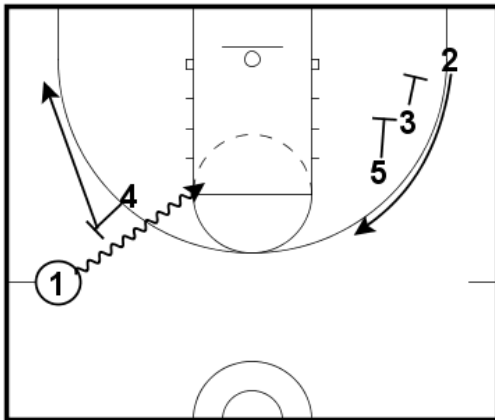
- Runs angle PNR for Rondo. Idea is to get him to beat his defender to the rim since they go under. (Make it a race between Rondo and defender, Rondo usually will win)
- Try to have 3 shooters on floor when running PNR (Makes very difficult to defend)
- Have multiple actions. 2nd and 3rd picks are better than the first.
 - Teams usually only prepare for first PNR, rarely for the second and third.
- Don't pick air. See who you are picking.
- In practice and video room, make your post players visualize where to go when they set the PNR.
 - Then where to set next screen, where to go to score, where the shooters and non-shooters will be, where the defense will be.
- Pick back half, make them go over the top.
- We want easy baskets; try to score in the first 6 – 8 seconds of the shot clock. We must get east baskets during the course of a game.
- We ask our guys, what's your shot? When talking to players help each of them figure out their shots. This will help define roles and allow the staff and players come to an agreement.
- Talk to players off the court about the importance of a pre-set offense, lanes, and running.
- Have AFT (After Free Throw) Sets. Try to score in first 6 seconds.
- First big ahead of the ball runs to the post, the second post player set the screen for PNR.
- Stress and put an importance on execution so guys are ready to score and make plays at all times.
 - Example, players must understand how important it is to execute out of a time out.
 - Consider end of game situations; who takes ball out of timeouts? SOB – No safe guy.

- First big: Run straight line to rim.
- Transition off missed shot: If big is behind the ball, go pick on the ball.
- Stress execution on ATO plays.
- In practice, gives players clipboard and lets them draw up plays.
- Know who takes the ball out during late game situations.
- Likes to disguise plays to get into PNR.
- On PNR: Ball handler must pull it over, pull it over, then turn the corner. You may not score off it, but you create scoring opportunities for teammates.
- PNR teach player to keep dribble. Force a two dribble minimum when going by the picker.
- Likes to run DHO for Rondo

Celtic Horns

Coaching U 2010 - PNR

Frame 1

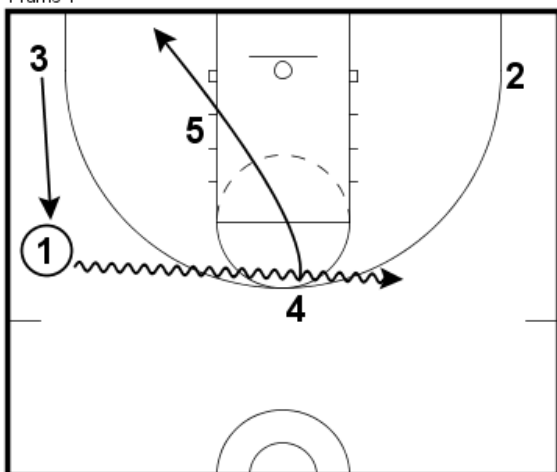


Can slip and space off stagger action

Celtic Dive (1 of 2)

Coaching U 2010 - PNR

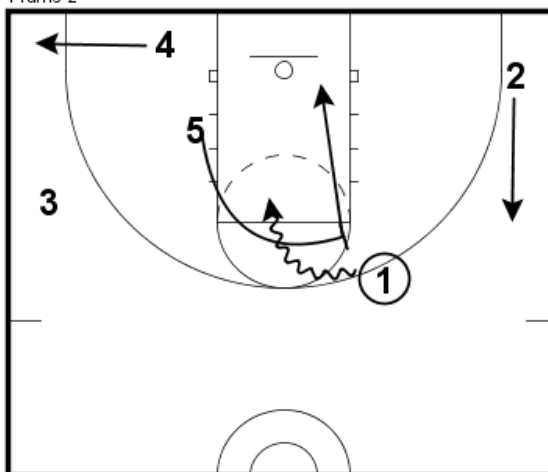
Frame 1



Celtic Dive (2 of 2)

Coaching U 2010 - PNR

Frame 2

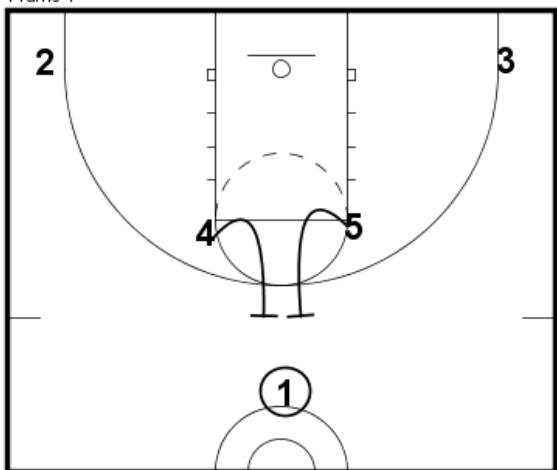


- Like to run post entry, then kick out and follow into PNR.
- Suggested running more 1-3 PNR.
- Likes to run actions early to determine what he wants to run late in game. (Similar to scripting plays)

Horns Double

Coaching U 2010 - PNR

Frame 1

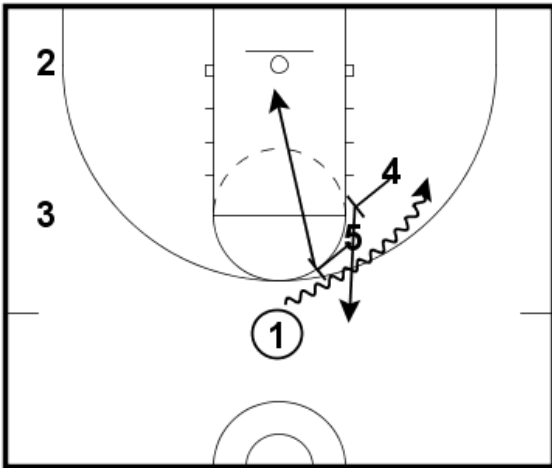


- Shoulder to shoulder double ball screen. Can get into from a variety of sets/actions. Use same rules as usual (Shooter pops, non shooter sprints to rim).

Orlando Action

Coaching U 2010 - PNR

Frame 1

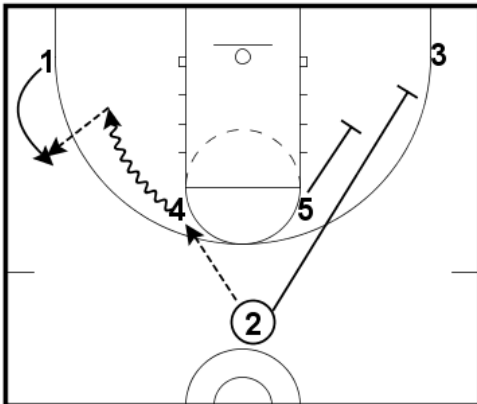


- Staggered PNR action.

Point Loop

Coaching U 2010 - Baseline

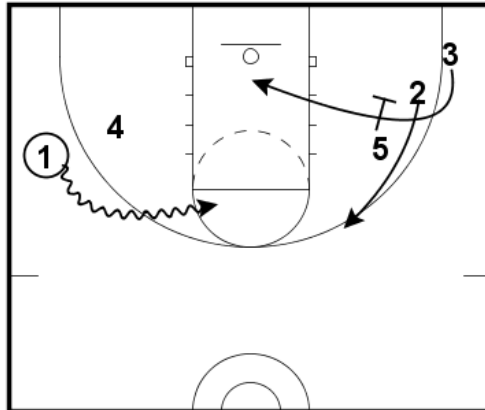
Frame 1



Point Loop

Coaching U 2010 - Baseline

Frame 2

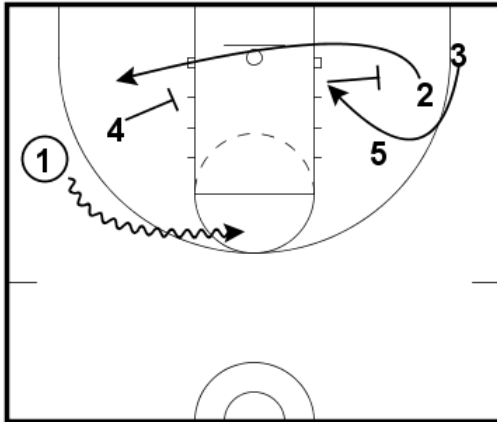


- Can run as half court set or off SOB. On stagger, 3 curls, then 2 pops off 5's pin down.

Point Loop

Coaching U 2010 - Baseline

Frame 4



Point Twist: 3 curls then screens for 2. 2 runs baseline.

- ❖ Best player must be coachable. Must be able to have a relationship with them.
- ❖ KG: Would not come out of practice. Doc had to make him sit in order to rest him.
- ❖ Again, must try to score early and get easy baskets!
- ❖ Consider using more 1, 2, 3, men setting screens for each other. It can cause miss matches.
- ❖ When you have found a great play that works, continue to changes things up to disguise it!
- ❖ Expect to see more floopy action and players coming down to up action.
- ❖ “The best player is always lonely!” Remember this! He always wants a partner in crime.
- ❖ Always seek wisdom from those who came before you.
- ❖ Write out all of your players before each game.

-Helps with memory of plays you haven't used in a while and makes sure you're prepared.

Overtime Session -

Notes:

- 1st message delivered to your team is extremely critical and sets the tone for the season.
- Consider using a master calendar to map out your entire season.
- Tell players the entire month of October is training (Including pre-season games).
- “Give HOPE not HYPE.”
- Success leaves footprints.

- Put defense in first.
- Set standards before first practice.
- Which players do you forget when you are putting together your practice plan? That tells you something.

Idea: On game schedule, put your team vs. your team.

- Consider the biggest opponent being yourself
- Enemy cannot be in your own locker room.

Always must deal with truth. What they need to hear. Players will respect the truth in the end. They are smart, been around the game for a long-long time.

3 Fights Teams Face

1. Division from within
2. Competition you face
3. Outside influences (friends, parents, etc.)

Watch for

1. Captains/Mini-Captains: Who are the players following?
2. Watch out for the complainers. Best recruiters to get more players on their side.
3. You can modify behavior, but you cannot rehabilitate character.

Assistant Coaches

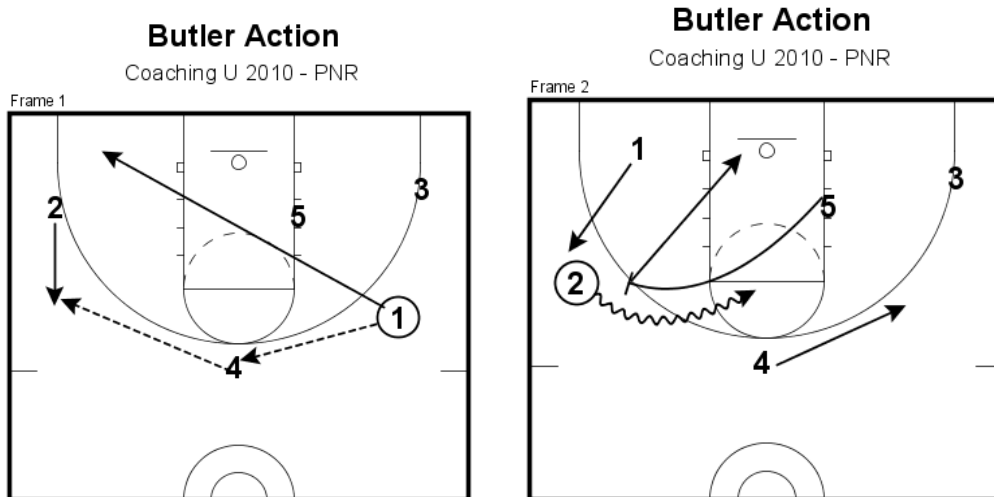
1. You have to bring energy/enthusiasm (Juice)
2. Get players off the fence
3. Get players to work hard
4. Add value
5. Enforce the culture, confront the players who are not following the core values
6. Positive body language
7. Be ready to speak when the coach needs you.
8. It's not your team, it is the head coaches
9. Emotion vs. Evaluation
10. Give solutions to problems you see
11. Read your head coach
12. Keep notes for the HC
13. Loyalty
14. Check ego at the door

Fran Fraschilla -

- Give shooter 2 directions to choose from
- Start preparing for shot clock at all levels (makes the game so much better and prepares young kids to make decisions)

Practice Organization

1. Practice is sacred
 2. Fight for your culture in practice
 3. What do you stand for?
 4. Do your players know what you stand for?
- Prepare practice as if (name a famous coach) were coming to watch you.
 - Most important thing you can do to earn respect from your players is know your stuff and be prepared. Show your players that you are organized 100% of the time.



- Create a clip of your entire season...Helps you determine/remember when you put things in and where you are going throughout the season.
 - Practice: when and what drills to use (Progression Clip Chart)
 - Types of offense & defense, transition, SOB, BLOB
 - Example of Chart: Passing drills, shooting drills, rebounding drills, closeout drills, ect.
- Rehearse your defense in 3 man drills
- Evaluate your drills with your staff. Do your drills fit into your philosophy?
- Make pressure situation decisions in non-pressure situations (pre-season staff meetings). Constantly review with staff.
- Consider practicing pre-game warm up and time out organization/situations.

- Do you have a comeback game? Know who, when, how to foul?
- What is your halftime organization?
- Do you have a small lineup offense?
- Work on footwork every single day. Emphasize shot fake as well as rip and go on offense.
- Triangle/2 vs. DDM (Tim Floyd)
- If passer throws to inside shoulder: Open. If passers throw to outside shoulder: Not Open.
- In your offense do you best to create long close out situations.

Lawrence Frank: Defense -

3 KEYS TO A TEAM

1. Belief

2. Trust

3. Faith

- Don't be afraid to ask for help.
- "If you don't believe it or bleed it, they won't buy it."
- Always push and challenge players. They only get better by stretching them.
- Have to have their heads and heart before you get their execution.
- Write down your thoughts/philosophy.
- When everyone on your team walks into the gym, they all need to know what the team is about.
 - How we play, core values, culture
- Plays produce the numbers you want, so don't be afraid to use them.
- From Jeff Van Gundy: Know what we are about, how we play, our core values, our culture
- Last 10 years in NBA: Only 1 team did not make playoffs that were in top 5 FG % defense.
- 13 of last 20 NBA Champions: Top 5 FG % Defense
- 8 of last 9 champions: Top 10 both offense FG % and defensive FG %
- It's not what you do, but how you do it.
- Got to believe in what you do. Stand for something or fall for anything.
- Must drill actions daily.
- Must have a defensive system.

- Put together a notebook that covers all offensive situations you will encounter.
- Stan Van Gundy: There are no easy answers. Great defense comes from commitment and trust.
- In order to get playing time: Have to be a good individual and/or good team defender.
- Be stubborn as a coach. Dogmatic and core belief.
 - *“Stand for something or fall for anything.”*
 - *“Habits everyday determines your execution.”*

Defensive System:

- Must have a foundation
- Make sure you provide your players with the answers to be successful before the big test.
 - *“There are no easy answers or miracle schemes without trust. Make it work and trust your teammates.” Jeff Van Gundy*
 - *“When challenged, don’t take the easy way out.”*
- Must be a good team defender if not a good individual defender.

Why no commitment to Defense?

1. Offensive minded team
2. Lack size or basket protection
3. Lack of athleticism
4. Low IQ
5. No consequences for not playing defense

Non-Negotiable’s on Defense

1. Sprint back and get set on defense (Stance, 3 A’s)
 2. Protect the paint
 3. Closeout hard and contest shot
 4. Play aggressive without fouling
 5. All 5 block out and rebound
- No layups, No FT’s, No Open 3’s
 - *“Defense is all about multiple efforts.”*
 - *“We want to be a team no one wants to play.”*

Daily Drills

1. Closeouts & Individual Defense
2. Transition defense

3. PNR defense
 4. Post up defense
 5. Catch and shoot
 6. Rebounding
 7. Scramble/Disadvantage situations
- Pick 2-3 daily to emphasis

Good defense starts with good offense

1. Balance and spacing
2. Shot selection
3. Pace
4. No turnovers

-The same can be said for if you do a poor job on defense, offense will not be good.

- Transition Defense: What shots can you live with? Ok with contested 2's.
- Transition Defense has to be the number 1 priority.

What are your No's?

1. Layups
2. FT's
3. Middle drives
4. Open 3's
5. Uncontested shots
6. Buddy running
7. Ball watching

❖ Goal: Must contest 60% or higher shots during a game

- On Closeout: Contest high and hard. Impact the shot. Buy time for your teammates to get into help spots.

Must have Paint Consequences:

1. Charge
2. Steal
3. Deflection
4. Block
5. Hard/NBA foul

- "If ball gets into paint this better happen."

Why talk?

1. Necessary
2. Intimidating
3. Head start (calling out sets and sprint out ball screens)
4. Confidence for person guarding the ball
5. Wakes up disengaged defender
6. Catch mistake before it occurs
7. Energize the team

How to talk?

1. ELO: Early, Loud, Often
 2. 1 Word, repeated 3 times
 3. Trust the talk and trust the coverage
- Figure it out! - Empowers players and they must communicate to figure it out.
 - No grey areas in team defense
 - Trust the talk, trust the coverage (Especially on PNRs)
 - Every team needs a crazy guy on defense, someone to run through screens, take charges, be physical and an enforcer.

- *"We are a talk team."*

Defensive Philosophy:

1. Max effort by all 5 players
2. Commitment by all 5 players
3. Communication by all 5 players
4. Trust by all 5 players
5. Be in help spots (positioning)
6. Awareness
7. Alertness
8. Multiple effort
9. Resolve & Mental Toughness

Basic Principles:

1. On ball defense
 2. Off ball defense
 3. Actions
- Use numbers, colors, and terms.

On Ball:

1. Pick up $\frac{3}{4}$ court, get 2 turns
2. 3 back on shot motion
3. Must be up helping on ball defender

Ball at Wing:

1. Nose in chest
2. No middle stance
3. Influence to baseline
4. Hand is flicking up or on top of ball.
5. Ball is dribbled: Hands go out, get wide

Ball at Top:

1. Contain and push to weak hand

If Beat on Middle Drive:

1. Get back in front
2. Help cannot get beat. Put chest in driving line

Notes:

- On any penetration: Help and rotate
- On a flat drive: Stunt and recover
- Help spots: Elbows and block
- Finish the defense
- Enjoy the contact: Charges, first to floor, block out
- Catch the first move, contain the second move
- Ball above head: Swarm the ball.
- In closeout drills: Switch between ball above head, ball down.
- When ball comes down, jump back and give gap.
- Adjust hands/feet on pivot, sweeps, and ball location changes.
- Hands level with ball, never below.
- Slide and chest when guarding the dribble. Use body to slow ball down, not hands.
- Tough plays, first to the floor!
- If beaten off dribble, still pursue the ball from behind.
 - Second man can never get beat.
 - Stunt, help and recover.
- Sprint to help spots.

- *“Finish defense, the last close to the last sink.”*

Transition Defense:

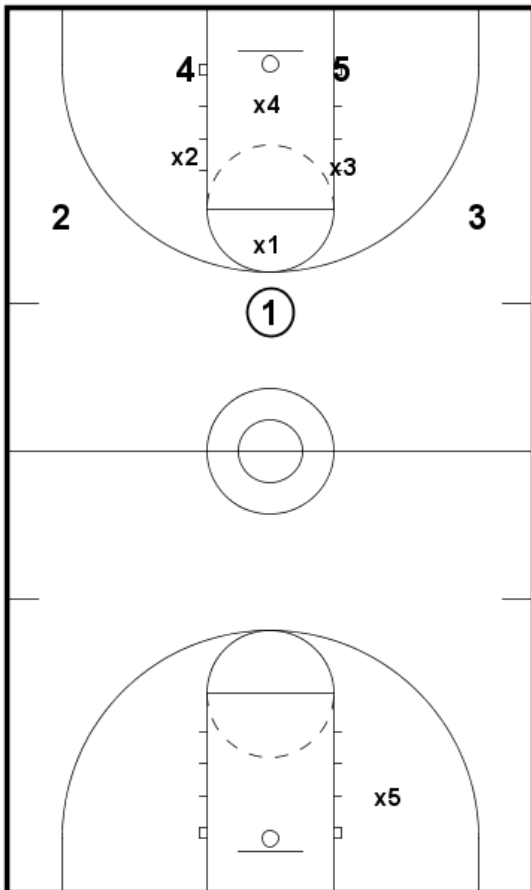
1. No layups, deep post, open 3's, needless fouls
 2. Get ahead of ball and see the ball
 3. Stop the ball above the arc, get it to a side
 4. Load to the ball
 5. Point and talk, may not be your assignment
 6. No one should make 1 pass and hit open jump shot
- o Open shots beat you in transition. Mismatches rarely do.
 - o Make them throw 2 passes
 - o Defend the team, not a man.
 - o Find and recover to shooters

Drill: 5-4 Scramble/4-3 Scramble

5-4 Scramble

Coaching U 2010 - Drills

Frame 1



- Put the 5th defender anywhere you want. 5 passes on offense, 3 dribble limit. Defense must guard the ball and get into help. Cannot guard 2 passes in a row. Do not take ball out on makes. First big back will kick out guard to perimeter. Come back down 5-5

Validate drills with FT. Have them line up like live FT, work on box outs.

Person who made winning basket must make live free throw to validate. If other team gets it, the game is live and if you get ball back and miss again, you lose. This teaches you who makes pressure shots and pressure free throws.

5 Passes to Deny:

1. Post entry
 2. Flashes to elbow from weak side
 3. Pass back to wing on reversal when fronting post.
 4. Flash to elbow (Pinch post)
 5. Big catches above the arc, deny reversal pass to wing.
- On post front, drive offense back
 - No triangle passes
 - Anytime corner is filled and there is a post up, post defender slides to $\frac{3}{4}$ front and denies

On all Drives:

1. Shrink
2. Stunt
3. Step up and stop the ball

Close Out's:

1. Sprint 2/3 of the way, last 3rd choppy steps
 2. Catch the first move, contain the second.
 3. Get up
 4. Knees Bent (not lock knees)
 5. Retreat 6 to 12 inches (Arm Length)
 6. Always adjust to hip, jabs, rips, and pivots.
 7. Hands always level with the ball
 8. On a corner 3 sprint closed stance with hands up
 9. Slide and chest up, use leverage to discourage penetration.
- Make offense throw passes with air under it. Buy time for teammate to recover.

On Blitz (trap) against the PNR:

1. Trap (no splits, no dribble around)
 2. Protection (Alert and aware)
 3. Rotation (Sprint and talk)
- Big recovers to big

Spencer Wood: Mental Toughness -

Mental toughness does not guarantee a championship.

Research on Top Athletes

1. Competitiveness
 2. Ability to work hard and sustain intensity
 3. Sport Specific skills
 4. SAQ
 5. Clutch performance (poise, focus, confidence)
 6. Sacrifice to be part of larger team
 7. Coping with failure, success, criticism
 8. Ability to execute game strategy
 9. Passion for the game
- How do you react to your mistakes?
 - Sport at highest level is 50% mental. If that is the case, why do we not work at mental skills half the time?
 - Incorporate mental skills into drills.
 - Be proactive in developing mental skills.

4 C's of Mental Toughness:

1. Composure
2. Confidence
3. Concentration
4. Commitment

Brain Under Stress:

1. Fight or flight reaction
2. Breathing changes
3. Heart rate changes
4. Digestive system shuts down
5. Muscular tension increases

Skills learned typically in stress free setting.

Common Responses:

1. Practice More (Cannot fully mimic game conditions)
2. Coach admonishment/Self admonishment (“Don’t screw up”, etc.)

Emotion/Intensity (E/I) needed

Each player has a different E/I level they perform at.

Once you are hyped, nothing should take you out of it.

1. Recognize/get to your E/I number
2. How do you stay there?

The best performers play at a 5 on E/I level consistently. You do not want them too low or too high.

Individual Internal Check for E/I Level:

1. Coming off the bus
 2. In Locker room
 3. During Warm Ups
 4. Before tip in huddle
- Mistake Management: You will never outperform your own self-belief system.
 - Great athletes are great because of how they react to mistakes vs. actual mistakes that occurred.
 - Reaction: Above and below the surface.
 - We have to teach more than “Keep your head, chin, and eyes up”.
 - Athletes need a mental toughness routine
 1. Take out the trash:
 - a. Remove the mistake from the mind
 - b. Don't let them pile up
 - c. No natural method to remove mental thoughts that clutter up
 - d. Create a visual in the mind of mistake/action being tossed out
 - e. Replace with positive image
 - Two views in mind: Inside-Out and Outside-In
 - Mirror situation to simulate conditions (Inside-Out view, involve all senses)
 - Most athletes use Outside-In view when visualizing

Self Talk:

1. Best friend or worst enemy
2. What would show up if your-self talk was projected onto a big screen for all to see?
3. Positive statements in your mental script

Law of Dominant Thought: Brain/body does not distinguish between do/don't (Example: Don't think of an pink elephant)

Talk about what you will do. Have 1-2 statements you use every day/game

- Examples: “I am at my best when it counts”. “I love shooting clutch FT's”

Clutch Attitude: We cannot know what is going on inside a players mind.

Choking: An absence of 1 or more of the 4 C's of mental toughness

Focus on the present, not the outcome

Create a team culture of stepping up

- Concept of arête
- Remove fear of failure

Three questions to ask your-self:

1. Where am I now?
 2. Where am I going?
 3. How do I get there?
- Conduct individual assessments in pre-season. Have coaches do one for each player and compare results.
 - Coach ability: Level of response, attention, execution.
 - Knowledge is not the key. Knowledge plus application is key.
 - “Every day of my career, I improved in one area”- Mark Spitz

www.iceboxathlete.com

Kevin Eastman: NBA Drills and Thoughts

Celtic Standards

1. Respectful communication
2. No excuses
3. Commit to personal accountability
4. Will do our job every day
5. Always put team first
6. Care for one another
7. No pacing ourselves
8. Eliminate jealousy
9. Emotional poise under pressure
10. Collective Responsibility
11. Pride
12. Positive enthusiasm
13. Be on time
14. Trust

Building a Team

1. Talent
2. Character
3. Work Ethic
4. Focus

Today's Players

1. Battle for mind space
 2. Battle for hear space
 3. Route to the head is through the heart
- Have an open mind, ears, and heart, not just an open door.
 - Commit to building a relationship with your players

4 Types of Relationships

1. Players like, respect, trust other players
 2. Players like, respect, trust coaches
 3. Coaches like, respect, trust players
 4. Coaches like, respect, trust coaches
- Use ego to enhance, not advance

6 Ways to Create Buy In

1. Study the game. Knowledge leads to respect
 2. Study your system
 3. Catch them doing something right
 4. Educate them on their label
 5. Tell the truth verbally, with stats, and with video
 6. What you bring vs. what you know
- Give them the answers before they ask the question.
 - Let players know you believe in them.
 - Big ears-small mouth
 - Listen/Look- You will learn
 - The best indicator of future behavior is past actions.
 - Twice a year: Sit down and list out areas of individual improvement.
 - Write a letter to your child/young adult and tell them what they need to be successful as a coach and as a person in life.

Herm Edwards: "What we do in the dark will come to light."

Pain of discipline vs. Pain of Regret

Do you want to leave a job or a legacy?

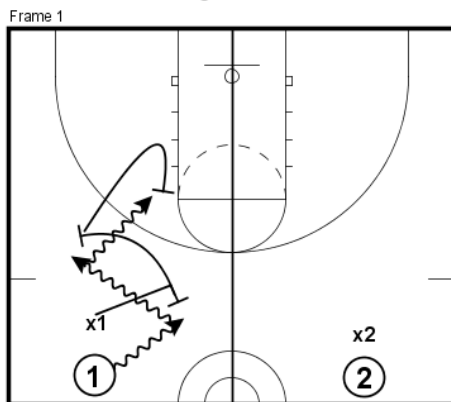
Offense: Multiple actions

Defense: Multiple efforts

Drills

Dog Drill

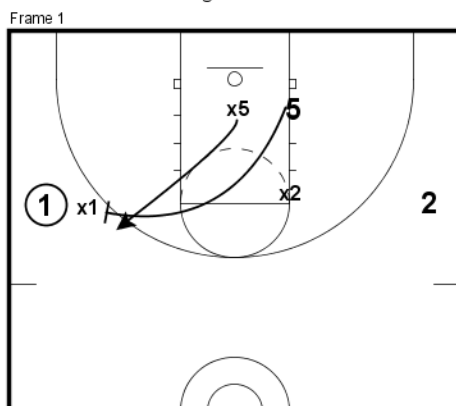
Coaching U 2010 - Drills



Dog Drill: Defense must stay arms length away.

Actions Series

Coaching U 2010 - Drills

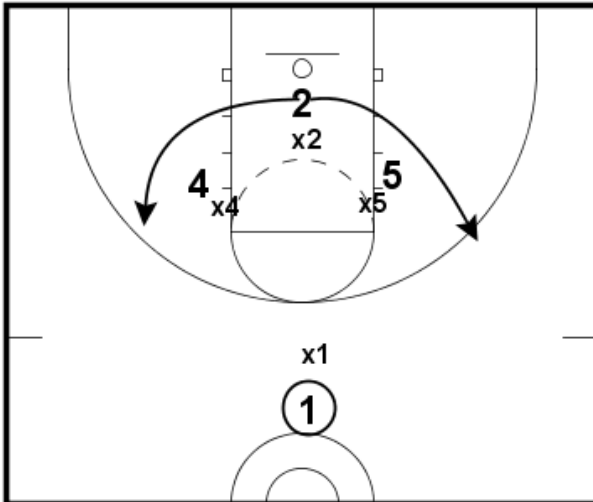


Action Series: Can work on a variety of actions in this 3-3 setting.

4-4 Defend Floppy Action

Coaching U 2010 - Drills

Frame 1

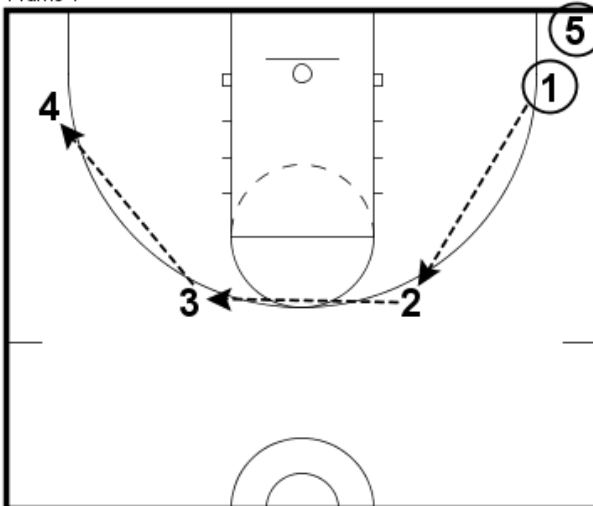


- 4-4 Defend Floppy Action: Good drill to also work on double exit action. Use coach as passer up top and put second perimeter player on FT line to react to 2's cut.

One More Shooting

Coaching U 2010 - Drills

Frame 1

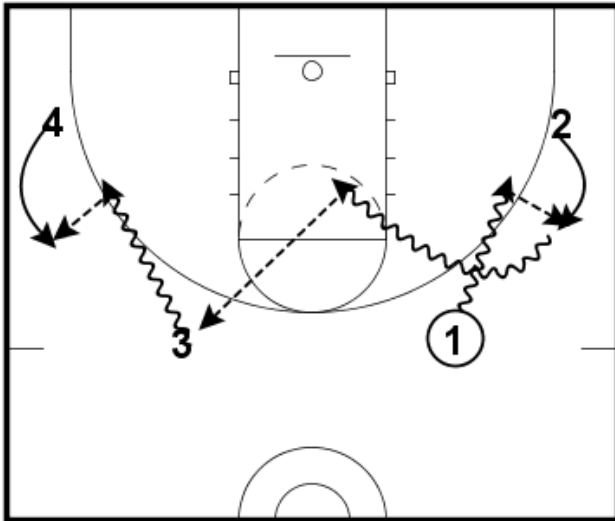


One More Shooting: Pass and sprint to the spot you passed to. Shooter rebounds their shot, gets back in line in corner.

Continuous DHO

Coaching U 2010 - Drills

Frame 1

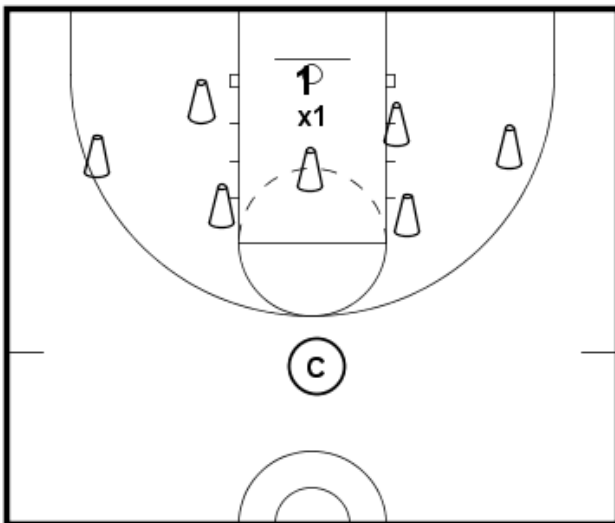


- Continuous DHO: Speed/Turn the corner on DHO. Add 5 count and shoot at 1 second to simulate shot clock.

Pinball

Coaching U 2010 - Drills

Frame 1



Pinball: Cones are extra players. Offense can go anywhere to get open. Defense must get through screens and cover the ball.

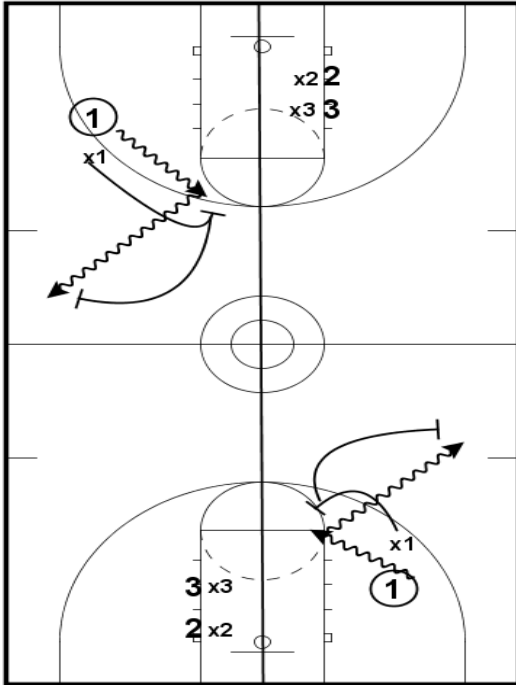
4-3 Contest Drill: Same defender cannot guard 2 passes in a row. 4 pass limit.

Circle Rebounding: Can play 3-3, 4-4, or 5-5. Coach can shoot it or pass to a player who shoots it. Can also transition down and back.

1-1 to 3-3

Coaching U 2010 - Drills

Frame 1

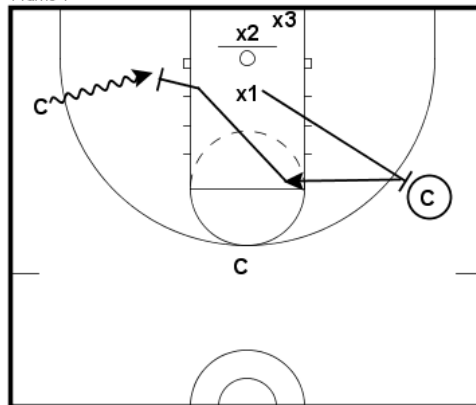


- One on One to Three on Three: Can run at both ends of the floor. Mix in variety of actions. Keep on one side of the floor.
- Closeout-Direct-Charge: Defense starts under rim, closeout. Coach with ball simulates pass to top, defense sprints to help spot. Coach at top simulates pass to corner, sprint to help and take charge outside lane. Coach in corner simulates drive to basket. Have manager/extra player with towel on baseline ready to clean up spots.

Closeout-Direct-Charge

Coaching U 2010 - Drills

Frame 1



Brendan Suhr: Career Development -

- Just because you have a title does not make you leader. At the same time, you do not need a title to be a leader.
- Leaders define reality
- Create hope and optimism
- Inspire, influence, encourage
- It's about your relationships. Listen to your players
- You don't get a job with a resume, you get a job from your relationships.

Managing: Putting talent together

- Lots of talent evaluation
- Personnel decisions are usually 50/50
- You are a brand
- Build trust
- Innovate
- Does your talent let you take them where they can't take themselves?

Brendan always asks two questions to players and coaches he works with:

1. Are you coachable?
2. May I tell you the truth?

NOTES FROM MINDSET OF CHAMPIONS BY DAVID COOK

10 minutes before the trophy celebration...

Why are some people able to elevate their level and perform even better on game day?

And then, why are some people falling apart on game day?

The mental side is what makes the difference.

Performance = Potential - Interference

Potential is not enough. You have to make sure the interference does not ruin everything.

Interferences are the great underminer of potential.

Do you have a picture of yourself succeeding? You need 2 pictures:

1. See yourself succeeding, holding that trophy some day (no matter what the trophy is). Live your life expecting that you're going to get there.
2. How does it look 10 minutes, 60 minutes BEFORE the trophy celebration? You need to be ready for that. Because that place WILL be ripe with pressure and interference.

And if you want to get to the trophy, you need to be prepared and steeled internally, to be able withstand that pressure and triumph.

You have to put your mind in position to score rather than worry about the outcome.

The only thing you have 100% control of is what you think and what you put in your mind.

A score is only a reflection of a process. Your goal should be to think correctly rather than try to score.

A lot of times the interferences come from the inside.

When you walk on the golf course and you are just about to win a career-changing game, you tell yourself "it's just a put" – focus on what's in front of you, not the worry, the pressure, not "this is the most important shot in your life, don't miss it! Don't fail! If you fail you'll be a loser! Etc "

You'll hear the voice of perfectionism telling you to be perfect, the voice of conservatism telling you to play it safe, the voice of fear telling you-you may miss this, the voice of anger blaming you in advance for missing it, etc etc. You have to be disciplined enough to ignore those, keep your mind pure, and focus on the task at hand.

You have to keep your mind on the game and not on the implication, consequences, stakes etc.

You want to expect those defining moments, to be ready for the shot of your life, whatever it is.

Story of 2 guys playing a golf competition for the first time; on the first day they play terribly because it's the first time they play in front of a crowd watching their every move. They are not comfortable with the pressure. They play so bad they finish last and as a result they have to play at 7 AM the next day. And then the next day they play great again...because at 7 AM there is no crowd.

Study of what affects success the most – not effort, not IQ, not education – 2 things came out:

1. Goal orientations – have a set, definitive goal in mind and strive for it
2. Mental toughness – the ability to address adversity, rise to the challenge in spite of circumstances

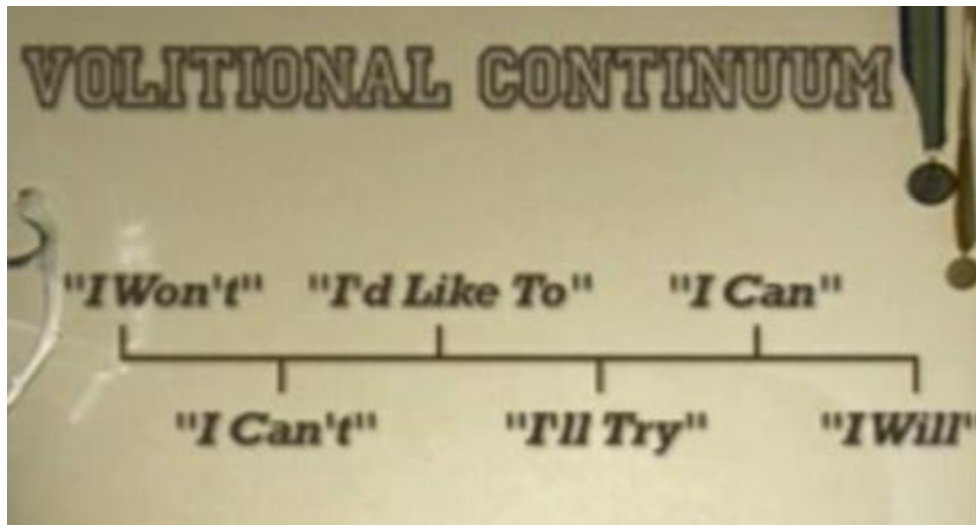
Goal Orientation + Mental Toughness = Hope

These 2 form your Attitude, which is the greatest predictor of success.

Attitude of “No matter what comes between me and my goal, I’ll go through it, around it, I don’t care, I’ll get there”

Spectrum of Volition:

I won’t – I can’t – I’d like to – I’ll try – I can – I will



It’s good to have a “can do attitude” but even that still sells you short. But if you have an “I will” attitude, now you are 100% determined to make it happen. You just said you WILL do it. It’s going to happen no matter what.

You cannot choose anything less than “I will”.

Study – they asked sportsmen who in their team they would like to spend the weekend with, bring to their family, have lunch with. Then they asked the coaches to rank all of them by athletic ability. The relationship was overwhelming: the person people wanted most to hang out with was **THE BEST PLAYER**.

Goal setters ALWAYS out perform non goal setters. That’s a very robust finding. ALL studies confirm this.

Now if put the non goal setters aside, and concentrate on the group of goal setters, what are the 2 variables that separate the good for the best, the champions? 2 things:

1. Focus – what you are concentrating on

2. Passion – how much you feel fueled to pursue the goal

1. Focus

Coaches ask you to give 110, 120%. Some people mock that and say it's impossible, that 100% is all you have. They are missing the point. The coaches point is, you have untapped potential, there are things you can do that you don't realize you can, if you would just push harder, further. That's what 110% means – go beyond the usual, beyond what you assume are your limits.

(Incidentally, that's what Marines do, that's what military training does to you. It has you reaching your limits and then a shouting drill sergeant comes to shout at you and pushes you some more. This is how Marines get their will and determination of steel.)

What separates the good from the best is a different type of focus

Saying "I'll give it 100%" is not enough, because it's not precise enough. Goal needs to be something you can evaluate, measure. The goal needs to be difficult, it needs to stretch you, a little bit out of reach.

Story of the guy who did much better when given the precise instruction "you must beat your last record of 28 minutes" than when given the instruction "you must give it your 100%".

2. Passion

Story of new guy in team in high school who writes down high goals, very passionate at the beginning. But after 3-4 weeks his enthusiasm starts to wane and eventually the coaches calls him up and scratches his goal of 18 foot and writes 15 foot. The guy is furious but the coach tells him his passion isn't reaching 18 foot, it's about 15 foot. Student comes back with rage and passion and ultimately reaches it.

Lesson: Does your passion measure up to your goals?

If you have high goals but not passion behind them, you might as well forget about it. Don't just set goals – that's pointless. Anybody can set goals. But if they are not fueled by passion, they are just a set of words on a piece of paper.

5 things fuel passion:

1. Ownership – it can be goals something set for you, it's gotta be something that YOU want bad, and have great desire for
2. Accountability – shared goals take people further than goals that aren't shared; have someone who keeps you in check
3. Noble Pursuit – goals that affect other people in a positive way

4. Fun - Story of kids playing in a no man's land, then decide to play in an old man's yard because it's cleaner. They think the old man will be pissed but in fact he gives them a quarter because he is so happy to see them play. Then the next day he gives them a dime because he says he doesn't have enough money. Then the next day he gives them a nickel. The kids tell him "you know what old man, we aren't playing for anybody for a nickel!" And they never come back – which was the old man's plan all along.

This story illustrates that fun fuels passion; if you play purely for money, purely for the trophy, then your passion will wane.

5. (missed this one, I don't think he mentioned a 5th one?)

Mental Toughness

1. We must EMBRACE the pressure. Pressure is your greatest ally on the road to achievement.

You need to be prepared to perform amazingly well under pressure, because that's the conditions you'll be under 10 minutes before the trophy celebration. So you need to practice under pressure to be ready for that moment.

The only way to prepare for pressure is to be under pressure often. Relish it. Seek it. Put yourself into situations where you'll feel it. Then you'll be ready for it on the day it matters.

Most people run away from pressure all the time. But champions actively seek it, they enjoy it, like it, or at least know they need to practice it.

2. Practice for the emergencies, for the pressure

Mantra of one of the greatest golf players when missing his shot: "I made it, it just didn't go in". So he didn't get angry, emotional, didn't give energy to the failure. He just focused on thinking straight, focused, determined.

After a great competition, he was asked 'how do you cope with pressure?'

His answer: "God loves me, my wife loves me, my children love me, how could a shot be that important?" So he was able to realize it by keeping in mind the bigger picture.

Then he said: "I knew exactly what I was supposed to think when I would face the most important shot in my life". So he was ready and had prepared for it.

3. Script your success, put on your game face

Can you imagine Tiger Woods arriving at the last minute, his shoes untied, he has never seen the golf course before, he asks his competitors "How is this one? Any good?" and starts to prepare yawning etc... That's not how champions arrive. They have prepared, they have

looked at the environment in advance, they arrive fully focused. They have a plan and their game face is on.

Dancers start to think about where they put their feet, then as they progress they transition into just dancing on the beat...without thinking about it.

Piano players at the beginning play notes one by one, then as they progress transition into playing music...without thinking about it.

On game day a **BIG** part of your job is to create a state of **BELIEF**, a state of certainty that gives you the confidence to flow in that way.

Story of a coach who was almost ready to take out a girl from the team, but decides to try something...talks to her, tells her he believes in her, she trained so hard etc...she goes and destroys the other team. Then when he asks her why she suddenly played so much better she says "coach, it's the first time you trusted me". Lesson: the words you speak matter, they can inspire your people. Show them you trust them to achieve and they'll be inspired to kick ass like never before.

Perseverance matters. Keep keeping on, saying "I will", and refusing to give up when facing interferences, adversity.

Villa 6 - Coaches Clinic - July 21, 2010

By:

Brandon Rosenthal, St. Edward's University

Paul Bacardi - ESPN

- 90% of the people with no basketball playing experience have to work from the ground up in this profession.
- What is my ladder to climb? Ask yourself questions.... Set GOALS
 - Make sure you ask yourself what would I do if I did not/could not coach?
 - Talk to as many people as you want to be like at that next step.

3 Important Items for the Climb:

1. You have to be committed...

2. You have to make hard sacrifices to get the experience...
3. You have to pay the price many times to get the experience...

How does a person **climb** the ladder in this profession?

1. Work SMART not Hard - term working hard is over used, do not mistake activity for production.
2. It is not about where you are now, but about who you are with and how that person is respected.
3. Athletic Director's only want winners as Assistant Coach and Head Coaches.

On an interview panel there will be 3 types of people every time:

- A feeling's type person.
- A thinking type person.
- A asshole type person.

4. Be with someone that you can have a great working relationship with. This person listens to you and you listen back. Someone that you can form a trust and understanding with.

5. Networking - networking is great but it is not about networking it is about connecting. It is not how many people you say you are connected with. It is about how many people say they are connected with you. "You have to be known to be needed." Ask yourself, who am I connected with and have a mutual respected relationship with? Surround yourself with those people.

BOOK TO READ - The Power of Hoop - Bob Bodine

6. An Assistant Coach is there to serve the Head Coach - this person is not a slave or disrespected by the HC but treated as an equal. The assistant is supposed to make the life easier of the HC.

7. Recruiter - people will remember what you say, but they remember more how they were treated.

- Do not stop talking to people when you are done with their needs or no longer have players, treat them the same all of the time.

- Do not let the Logo change you as you climb the ladder.

8. #1 Skill you need is **diligence** - diligence in everything, be persistent, hardworking, thoughtful and thorough. AD's always want diligent workers.

- Do your own work; earn credit for your work. Not given.

There are 2 types of people in the coaching industry:

1. Those that work and do not care about the credit.
2. Those that want all the credit but cut corners and do not work.

Skills you must have once you reach your spot:

1. Loyalty - be loyal and truthful. Do not have blind loyalty and break rules.
 - Stay loyal to the rules.
 - Stay loyal to yourself and family.
 - Stay loyal to the Head Coach and maintain mutual respect. HC's must give loyalty back. It is a 2 way street.
2. Trust - there must be confidence in yourself and a bond as a staff.
 - Players are smarter than we think. They see everything and know it.
3. Kindness - Treat people (Asst. coaches, AD's, Admin, Janitors, etc) the right way.
 - Successful programs have all of these people bought into the common goal as well.
 - Ex. Frank Martin has not changed since he was a JV coach in Miami.
 - The media can hurt you or help you. Be friends with them.
 - You never know who might help you someday.
4. Generosity - be generous with your time. Once you make the climb, ask yourself who can I help behind me?
5. Graciousness - do not gossip, do not say things you do not mean or could regret. Do not say something about someone you would not want said about you.

Adversity - it will strike at some point in your career.

- Take responsibility and accountability for your actions.
- What happens when someone else hurts you? Take the higher road and say "I have no control", do not gossip or dwell.
- Have a great faith in God. It is his plan; put it all in his hands.
- Do not take family for granted and always show them time. In times with adversity, you will need them.
- Really learn how to balance your time and energy with your family and friends. (Life away from the game.)
- As you grow in your career, your friends circle should get smaller.

- Reach out to coaches when they lose their job to lend support. It is a very tough profession.

- Dealing with adversity allows these items to mature - Patience, Strength, Religion, Values, Intensity, and Competitiveness. Won't be the last time you deal with adversity.

*** You can be intense and competitive and always treat people the right way!

*** The greatest thing you have in life is time!

*** Do not forget where you come from!

*** The higher you go up the ladder the smaller your circle must get.

*** Always take time to call a coach after they lose a job. Coaches get jobs all the time and receive plenty of calls, but when they lose a job, they usually don't hear from anyone.

*** Always take time to review your climb. Who did you see on the way up? You may see them on the way down.

*** Connect with people.

The 3 BIG Items:

1. Seek all the knowledge you can and listen.
2. Do not let other people influence you.
3. GAIN wisdom and apply that knowledge to get it.

8 Ways to Advance:

1. Prepare
2. Respect the profession
3. Learn Profession (Read, Watch, Teach)
4. Improve in profession
5. Learn from Mistakes
6. Seek Knowledge
7. Acquire Wisdom
8. Apply Knowledge

(KS) Ky Snider (San Diego A.D.) & (NT) Norwood Teague (VCU A.D.) - From The AD's Chair -

NT - Abide by school rules, policies. Listen to the people on campus and in athletics. Meet a new person every month on campus. They want to help you but will turn against you if you treat the poorly. Develop relationships.

NT - Learn how to stay in touch with Administrators. (Ex Assoc. AD's, AD's, Marketing People, SID's, Ticket People.)

KS - 90% of AD's will not deal with agents. They are looking for working relationships that have mutual respect and trust with their Head Coach. Bring an agent to deal with the financial aspects of the job once you have accepted it. Do not bring them in to solve issues in the program or to try and make items better in the program.

KS - Coaches are always on show. AD's look at character in public and behind the scenes now more than ever. Your image, brand, presentation are always on show. How you dress, act, etc...

KS - Dress nicely and be clean cut daily - it shows how you carry yourself.

KS - Introduce yourself to AD's when you are on the road. Develop relationships.

KS - 1/2 of a coaches job is on the court. The other 1/2 is off the court: fundraising, donor relations, public team appearances, growing relationships within the dept with other coaches. How do you carry yourself and what do other people you work with think about you?

NT - As an Asst. - Volunteer with the marketing and fundraising people. Speak at functions, show up at functions, whatever.

NT - Do Barnstorming Tours - to meet with new people in the community/state.

NT - Get in front of groups as much as you can.

NT - When you take another job - you want your HC to sell you not to just recommend you. Work so your HC has to sell you when you leave.

KS - People, Players, and Administrators - always know and feel when a person is just trying to get to the next job. Do great work and the next job will take care of itself. Do your work early and do it great. It will be noticed and get you your next job.

KS - You must have shown you can recruit and get players. "You have to have the horses to win!"

NT - Players are important, but due diligence/perfect all areas and you will be fine in getting a job.

Hiring a Coach from an Athletic Directors Standpoint

NT - Shaka Smart was hired because he interview great, he had a great plan for his program, he had a great relationship with past players, and Norwood felt he could recruit to the VCU area.

KS - 90% of AD's want a Bond with their HC. "One guy I interviewed I spoke on the phone with till 3am. He was easy to talk to, fun and had a great personality.

NT - Shaka Smart was very true in his interview, down to earth.

KS - When a BCS coach/asst coach is going for a mid major job, he is sometimes scared off because that BCS coach had everything at the level he was just or is at. Mid Majors have great things but usually not all the resources BCS schools have.

NT - If you are going for a job against BCS guys, do not worry about them, be genuine and do the best you can.

Resumes?

KS - It needs to be professional but will not get you a job. KS likes to try and get on the floor and watch a coach teach with his players. he really looks into past relationships the HC has with his players.

NT - NT really looks at what a coach has done on the floor in the past. Scouts, stations, ran practice, etc. He like KS investigates the relationships with past players.

Scenario - Your head coach gets a job. You are an Asst for that HC, what should you do? Get only 2 - 3 people with major influence to call the AD. Do not have a ton of people call. Tell your HC that you would like his old job if need be. Be patient, the average AD takes 15 - 20 days to hire for a new Head Coaching spot.

- ❖ Don't treat rules carelessly
- ❖ Get to know associate AD's
- ❖ Use Agents for legal stuff but not to build relationships
- ❖ Do the right thing always, and it will get you through the mistakes.

- ❖ Volunteer at fundraisers, offer to speak. Do tours and speak at alumni functions. You need to get good at speaking in front of people.
- ❖ You want people to sell you, not recommend you.
- ❖ Know how to recruit the area you are going to be coaching in. Need to have a game plan.
- ❖ People want to hire those who've seen success and been around it.

Preparation for an Interview:

1. Get an Assoc AD or AD to give you a Mock interview. Film it and watch yourself. Be professional and yourself.
2. Be ready to answer question, what adversity have you faced? AD's want to know the whole back ground of a person. Personal and Professional. They are making a big time \$\$\$\$ commitment.
3. Do not stumble on your answers, Prepare!
4. Make a list for yourself of all the potential questions you could face in the interview.
5. You are always interviewing in this profession, never let your guard down.
6. PREPARE - Get your points across and practice.
7. Watch the Film of yourself and practice.
8. Logistics of an interview can push an interview off campus. It does not meaning anything, do not read into it.

Brendan Suhr - Coaching Your Way to the Top

- Every decision we make in coaching/life is 50/50.
- When you become a coach, you are now a leader whether you like it or not. You impact lives and affect people's lives.
- Coaches are people that take players, motivated young adults to places they can't get to on their own.
- You must learn how to evaluate talent correctly to be successful.
- Search You Tube for Susan Boyle (American Idol), everyone thought she was a joke by her looks. Then once she started singing the story changed. Do not judge a book by its cover.

Recruiting:

1. You have 2 eyes and 2 ears do not tell people what you think of people. "Chase the Dream, not the Competition."

2. Talent vs. Character - 90% of the time you will get burnt if you recruit a highly talented kid over a high character kid.

- You Tube - Britain's Got Talent - Week #1 for the group Flawless, they are the best, most together group he (Suhr) has ever seen. Coaching Staffs and teams that work like this group will be successful.

- As a coach, you must act like a brand - Athletic Directors, Administrators, Parents, Media, Boosters, etc. They all must want to buy you. Develop a brand. ie. hardest/smartest working coach, etc.

- Do not mess up on Facebook or Twitter, be smart.

- Understand in College, you have to take care of other things and develop relationships with your players and administration.

ex. Tom Izzo spends only 15% of his day working on hoops. The other 85% is all program related making the staff better, building relationships.

NBA - if all you want to do is coach and work on hoops, go to the NBA that is all you do.

- APR - is a joke. Teaches do not take the hit for students not passing or graduating. Coaches must take it, it is not right.

- If you want to coach develop a certain amount of time daily to work on hoops. Practice scouts, walk throughs. Know your subject matter well. "You can't fool kids, dogs or whatever. They know if you can't coach."

- Ask your HC to have input on drills, talking to the team, etc.

BOOK - Outliers - To be good at anything, you must have 10,000 hours of mastery.

- If coaches do not have a great attitude and mutual respect with one another, throw everything out the window. The players see this. Staff's must like each other, have no jealousy. They must be like a true family of brothers. This includes the HC.

Triangle of Trust for Success: (Coaching Staffs and Coaches with Players, Coaches with Administration.)

1. Everyone must like, respect, and trust each other.
2. Do the players, like, trust and respect all the coaches?
3. Do we as coaches, like, trust, respect the players? Players are smarter than we think.

- If any of the answers to the questions above are no, success will not happen, EVER.

- Chuck Daly's Statements to the DREAM TEAM:

1. Will we as a team (coaches & players) sacrifice to win Gold Medals?
2. We will as a team (coaches & players) be on time? Time is respect. Ex. if Jordan was late or almost showed up late, he was disrespecting Magic, Bird, Barkley, etc. Michael was always a 1/2 early to the bus.
3. Set the Goal - Goal was to WIN a Gold Medal.

- Be respectful to the team and they will give it back to you. Be caring, honest, trustworthy, respectful, responsible, hardworking.

- Enjoy the journey and do not sweat the small stuff. 90% of the American work force today is disengaged to some extent and do not like their job.

Scouting Report Keys:

1. They should be short and sweet. No information over load.
2. Make them very direct and to the point.
3. Personnel is the most important thing.
4. Practice your speeches.
5. Prepare, Prepare, Prepare.

*** - 95% of NBA Assistants can't make their own playbook. A great skill set is to be able to make a playbook, do a walk through, scout, run a practice, and motivate players/staff.

NBA Players that are going to be great Coaches Someday:

- Anthony Johnson
- Sean Rooks
- Chris Duhon
- JR Reid
- Gary Trent
- Kevin Ollie
- Jerry Stackhouse

BOOK: What got you here, won't get you there. - Marshall Goldsmith

Ask you HC what can I do to help you win?

- Working with post players?
 - Implement a defense?
 - Be a leader?
-
- In 2 years the NBA will pass a rule college players must go to college 2 years before entering the NBA draft. Too many young immature players right now.
 - Everyone should go to www.iceboxathlete.com - Spencer Woods in the best at speaking with players and coaching staffs. Explaining mental toughness and how coaches can help and athlete not hurt them.

4's C's to Mental Toughness:

1. Composure
2. Concentration
3. Confidence
4. Commitment

Interview Preparation for a Job:

1. Prepare - 5% of it will be about basketball. 95% of it will be about the school, academics, trends, majors, APR, etc. Know the mission statements.
2. Commit all of your thoughts to paper beforehand.
3. Dress the part, wear school colors.
4. Be YOU!

*** - Develop a Notebook you can always go back to as a coach. Develop now.

Shaka Smart - 804.405.0404 - VCU Head Coach - The Journey

- Seek your mentors out and stay close with them.
- Do your job to the very best of your ability.
- Document your hoops philosophy
- Must Network.
- Hone Interview Skills.

To get a Head Coaching Job - It happens quickly so be READY!

1. Do your job greatly and honest.
2. Develop a personality of your own.
 - How to run the program.
 - How/who you want to recruit.
 - Who will you want to hire.
 - How you want to approach donors.
 - How you want your support staff to work.
3. Network and Connect.
4. Hone your interviewing skills. Have someone film you and practice.

Questions you will get asked:

1. Why you for the job?
2. How/what styles are you going to play?

3. Who/What type of players you going to recruit?
4. Who will be on your staff?

First day on the job:

1. Players
2. Recruiting
3. Staff

BOOK: Four Agreements by Don Miguel Ruiz

Developing Relationships with your Players:

1. Must have a relationship/bond. Mutual respect and commitment.
2. After practices, spend 10-15 minutes in the locker room repairing/growing relationships.
3. Go to the player's dorm rooms and visit. Do not always just be in your office.
4. Be unbelievably positive. Do not say things to the staff or players like, we don't have this, we don't do that, we don't have access like this. Say things like Why not us?
5. BE POSITIVE - every player is motivated differently. Oliver Purnell was unreal at motivating and always being positive, even in really bad situations. Positive always wins. Kids are harder and smarter than we think on themselves!
6. Make sure your staff is close, no jealousy, like brothers (even the HC) working together. Billy Donovan is big on this. They do everything together, work out, eat lunch, etc so the players see how close their coaches are working as a team.

BOOK: Know yourself at a Coach - Denny Kuiper

- We all are replacements. Make yourself irreplaceable.

- Being unorganized or acting organized always catches up with you! Every time!

- Practice being in the moment: Do not get caught up in what if's? The future? etc. Tubby Smith is the best at this.

Keys to being a Great Head Coach:

1. Balance Family and Friends - there is always going to be stuff to do. Make sure your loved one's get some attention with an interrupting phone call, etc.

BOOK - Power of Full Engagement - Jim Lauer?

2. Workout - Have to make yourself do this. It is healthy and will help you relax.

3. Be organized

4. Be able delegate certain but not all things. TRUST

5. Be able to lead 25 people (players, coaches, support staff, admin) - get them on the same page and buy in!

6. Time Outs - Know how to run a timeout in 90sec and what you want.

7. Have to develop a great relationship with your players.

8. Be able to and know what you want in hiring a staff. (coaches, academic people, support staff, etc.)

9. Recruiting philosophy - know what you want and choose that direction.

10. Do not worry about what you do not have control over. It will kill you.

11. Get the players to believe in you and the coaches. There is no substitute for a 2-3 years relationship with a player and a coach. Keep your employees and players happy so they stick around. High turnover (in players and coaches) is never good if you are trying to build a program.

12. Do not be emotional or make emotional decisions as a head coach. If you lose a game, take the next day off, do not watch film, and sit around as a staff after the game or next day or practice. Let the emotions clear for 24 hrs and then get back to work.

12. Recruiting - follow up on everything you do.

13 - 1st 100 Days:

- Develop relationships with the players 1st.

- Recruit

- Take your time in hiring a great staff.

Notes:

- Connect with your players and remember they are all different.
- Do your homework on everyone around you, especially your staff and the players you bring into a program.
- Information is power!
- Know what the head coach always wants.

- As an assistant pretend you're the starter and your head coach is the starter.
- Use Google News.com
- On a player, know everything! Is he impulsive, what's his timeline, influences, important people?
- Hype: Quality to promote, and then figure out how to package it and present it. Be careful with expectations.
- Mentor the people around you.
- Can you be read to be an MC?

Jeff Goodman (Fox Sports) & Gary Parrish (CBS) - A Different Perspective

- With the Media - give info, get info, and give great story ideas.
- Don't always ask for stuff and be overbearing.
- Build trust with the media. It is a Give & Take relationship.
- If you are likable, they are always easier on you. ex. after KU won a National Championship, players were getting in trouble, and no one killed Bill Self because the media loves him.
- Coaching staff's that work together like brothers will succeed. The one's that do not will not.
- If you have problems dealing with people or poor people skills, you will get nowhere in the coaching industry no matter how good you are with X's and O's.
- Winning gets you jobs.
- You must be assertive without going overboard.
- Pick 5 Schools that you like and know that could possibly open soon. Start working on knowing them, the people in them, etc. These will be the jobs you go for.
- You always want to take up mind space in someone. This always helps.

Dave Telep & Denny Kuiper - Using the Tools in Your Belt -

When you recruit - put your blinders on and get out your rifle.

Telep - Getting a Player:

1. Relationships: identify the decision maker for the athlete.

- 2 Kinds of people in getting players:

1. Guys that can help you.
2. Guys that will kill you.

* Who are my allies? Who can be my inside man?

2. Mind - find ways to connect with these guys that are different.

- Write everything down.
- Do your homework on a player.
- Know past injuries and personal problems.

ie. Player is having girlfriend problems, might have a bad game when you see him, give it a chance.

- Get all the information.
- The gym in your office.
- Use a shot chart - this locks you in on a guy, gets you thinking.
- Chart turnovers, assists, pts, good plays, bad plays.

3. Know exactly what your Head Coach likes.

- If you HC says is sending you to locations and just says get me players, talk to him. He is lost. He must know what he wants.

4. Technology - read everything. (Use news.google.com)

5. Profile

- Get to know your target.
- Build a profile on him; find out everything about the kid.
- Use the profile in conversations.
- 25% principle - kids do not open up and stay with this range of sharing information. Ask questions....
- Include the timeline of the player.
- Is he impulsive?
- Include personality characteristics.
- Include any influences.
- Know all the personality types around him.

• Do not create expectation levels on kids. They vary too much and can make you look bad.

- Be an apprentice.
- Train your successor.
- Have a guy that you can talk to in the profession that is your friend always and tells you the truth all of the time.

Denny Kuiper - Know yourself as a Coach.

- Ask yourself am I ready to be a HC?
- Ask yourself am I OK with me? You must be confident and OK with you.
 1. Be humble always.
 2. Look in the mirror and always speak the truth about yourself.

Be ready for the HC job and life.

1. Criticism - It is going to happen, you will get it. You can:

- Ignore it.
- Attack the criticizer.
- or the Best option - take a good look at it. 95% of criticism, you can throw away. 5% has validity. If it has validity, then you ask yourself do I hear it often enough from the people I respect?

2. It is not always about the players you have.

- Some coaches after tough times or a loss say, "we must get better players" or "you guys need to recruit better players" or "we need this type of player". This is all negative and pushes people away. You as the HC chose these players. Develop them and make them better. Live with your decisions and when the going gets tough do not just say those statements. You picked the players you want as a HC. Not everyone can coach at the D1 level. You have 13 scholarships, 5 coaches, 5 support staff - 23 total people that you need to pull in one direction. All 23 must like you, believe in you and want to work for you. How are you going to work with everyone and make it work?

3. Confrontation - Do not run away from it.

- It will happen just do not do it emotionally. Never react on emotion.
- With players use these statements:
 1. I feel (ex. I feel you are not playing hard.)
 2. I see (ex. I see you are tired.)

3. I want (ex. I want you to focus on the goal of getting better, not just finishing practice.)

4. I will (ex. I will help you and motivate you.)

- These are all very simple and to the point, no confrontations.

4. The PLAN is more important than the GOAL.

- Very simple when making a plan, not attacking. Ex. You must keep players out of the lane - NO (this is not a way to express the plan.) You must get in a stance, move your feet and talk on D - YES (this is a way to state the goal of keeping players out of the lane.)

- Breakdown how you accomplish your goals.

- Keep the plan small.

5. Leadership

- Shut up and listen to the entire story, when dealing with a player, administrator, etc.

- Always let the player voice their opinion and have a voice. You get further with them.

- You can learn a lot about kids this way. Let them talk and then figure things out with them.

6. Make Decisions

2 Types of Coaches:

1. A coach that coaches by fear and intimidation. This type of coach makes everyone (coaches, players, administration) walk on eggshells, is not fun and makes life very uneasy. This type of coach over the long haul does not win because people turn against him and do not work with him.

2. A coach that holds people accountable, disciplines and is ALWAYS respectful. This type of coach wins because the people around him want to work hard and know how he is genuine and always cares seeing the bigger picture.

7. Ask yourself am I true to what I believe in?

Ex. A head coach always comments on players playing defense but does not work on it or recruit towards it. This is bad, be true to yourself.

Ex. A coach that says I am always very positive in practice. The 1st time a kid makes a mistake he jumps on them. This is bad being true to you.

- Be honest with yourself about who you are and make adjustments if you must. Kids see through all things and are smart. They know if you do not like them, do not want them, push them away and want to make life hell on them.

How to get players to buy in?

1. Communicate clearly and respectfully with them. Communication is 2 ways listen to them and build a relationship.
2. Be loyal to them. Players know if a Coach is cut throat or loyal.
3. Trust - Do not make promises, you can't follow up on.
4. Respect - this is a 2 way street, take nothing personal. A player is a human being that will make mistakes, just like you. Treat them with respect and dignity. Doing this just borderline, players will never buy in.
5. Ownership - You as a HC and the player must take ownership.

Ex. A player in practice in an energy taker. Instead of cursing him in practice, sit down with the player and say what can I do to help you in practice? Work with the player and play dumb. After talking for a while, he will get to I am an energy taker in practice and selfish. Explain to him how you can help him in practice. Then have a manager count how many times a day, he gives a teammates five or something. Get the players involvement and ask questions.

- Ask every player in individual meetings - how do you want me to coach you?

- What is the most effective way with each player? each one is different.

6. Ask yourself, would I like to play for myself? Be honest with yourself.

7. Be healthy as a person.

- Make time for your family and friends.

- No addictions.

- Exercise.

- As coaches we evolve to the people we work with so much because we are around them so much.

- As a HC, how am I going to deal with power?

HUGE - How insecure am I going to be?

- How paranoid am I going to be?

- You must get out of your comfort zones.

- You must always be aware of issues with yourself.

- If you are not healthy, your program and yourself is not happy.

- If your program is unhealthy, people are unhappy, players come and go, staff comes and goes, this = no success. NONE

EVERYTHING IS FOR YOUR PROGRAM AND TEAM, NOT FOR YOU. MUST BE COMPLETELY UNSELFISH!

- When you get upset, saying poor things only makes yourself feel better, no one else.

25 HOUR Period - After a game or loss - make no decisions in the next 24hrs. Film is not good at this time. Practice is not good at this time. Staff meetings are no good at this time. Get away, move forward and then go back to work looking at the mistakes with a clear, calm, mind.

-Ask a player, how do you want me to coach you?

Rising Coaches Conference: New York New York

Notes by: Adam Cohen, University of Southern California

MARK MOREFIELD – BAYLOR

1. RELATIONSHIPS
 - a. Keep on learning!
 - b. Everything is important – you are always being watched
 - c. “All lobby at the Final 4”
 - d. Talk basketball – not bullshit! – everyone always wants to talk recruiting
2. RECRUITING
 - a. Be creative
 - i. Be involved with unofficial/official visits
 - ii. Communicate with recruits when they’re on their visits
 1. Get the recruit to open up to you
 - iii. Write letters
 - iv. Elite Camp
 - v. Internet – articles, information is power
 - b. Who has the juice?
 - i. The more info you have, the better
 - ii. You never know where that person will be in a couple of years – be good to all coaches!
 - c. The 1st Call to a Recruit
 - i. Information Overload – locker room, massage chairs, play station, xbox, wii, practice facility open 24/7
 - ii. Talk about the things a recruit will remember
 - iii. SELL YOUR VISION FOR YOUR TEAM AND FOR THE RECRUIT
3. WHEN YOU ARE AN ASST...
 - a. Have confidence with your voice on the court
 - b. Watch film your 1st year as an assistant coach of the day’s practice
 - i. WATCH HOW YOU ACT/MOVE ON THE COURT
 - c. If you think something is important, SAY IT! – If you keep quiet, how are you really helping the team?

EARL GRANT - CLEMSON

1. Work camps
 - a. You never know whose watching you

- b. He told the story of when Mike Hopkins saw him at the Hampton Inn working the night shift after a day camp – saw his work ethic
- 2. This is not a job, this is a profession
 - a. Your appearance and the way you treat people is crucial
 - b. Meet and get close with the assistants on your staff!
- 3. In practice, Greg Marshall had his assistants be head coaches – full autonomy
 - a. He loved the Missouri Valley
 - b. Greg Marshall always held people accountable
- 4. Everyone knows everyone
 - a. He was recruited by Dick Bender who worked with Dave Dickerson. Bender goes to Clemson as ops, Brad Brownell hires Earl Grant
 - b. Be loyal! – don't work for jobs – they will find you
- 5. The most important people are the players
 - a. Do more for them!
- 6. Recruiting – be a great evaluator – talk less, watch more
 - a. There is always a favorite teacher a kid goes to – get to know him/her
 - b. Every day do something around that kid
 - c. Do it the right way and don't cheat – YOU WANT TO SLEEP AT NIGHT!

CORNELL MANN - DAYTON

- 1. GET OUR GUYS DEGREES
 - a. This is what it is really about...
- 2. CAMPS
 - a. Meet people
 - i. Write 10 letters everyday for networking purposes
- 3. YOUR CURRENT JOB
 - a. Is the most important thing you have
 - b. "Do a great job at the job you got"
 - c. Use your coworkers relationships
 - d. ATTACK each assignment with PASSION – no job is too little
 - e. Find and create your niche
 - f. Continue to be impressive EVERYDAY
 - g. "Learn how, but not who"
 - h. Don't compare yourself to others
 - i. Be loyal to the players! – they know when you are fucking with them
- 4. THE HARDEST POSITION TO RECRUIT IS A BACKUP PG

JIM FOX – DAVIDSON

- 1. LOYALTY
 - a. Been with Bob McKillop for 10 years
 - b. Do the most jobs you possibly can
 - i. Academics/scouting/workouts/recruiting/scheduling/fundraising
- 2. Prepare yourself everyday for the future
- 3. Being a good assistant
 - a. Be loyal
 - b. Your job will lead to others – 2 feet in at all times
 - c. Be trustworthy – be real!

- d. Be competent
- e. How do you handle problems?
 - i. Be ahead of things
- f. Be reliable/be detailed
 - i. Head coaches want finishers
 - ii. This is a results oriented business
 - iii. Sloppyness is an absolute disease
- g. Networking
 - i. John Daly from Texas – “Who knows you is what matters most”
 - ii. Never say nice to meet you
 - iii. What’s new in your world?
 - iv. Dry your hands throughouly in every rest room!
 - v. Build relationships
- h. Be respectful – you don’t always have the answers
- i. Work ethic – think like a head coach everyday
- j. Always communicate
 - i. “Conversation is your personal advertisement”
- k. Each day have a Call – Write – Email – Text list to complete each day

JOSH PASTNER - MEMPHIS

1. Enjoy this journey!
 - a. There is nothing else any of us would rather be doing
2. Have clear thoughts and a sense of cool/calmness at all times
3. It’s about players!!!
4. Document everything for compliance
 - a. Sacrifice your own money as a head coach to get someone in compliance working directly for you
5. When you are a head coach, be tough on the players to start – you can always soften up – you must have this respect level
6. The 1st thing to find out when you call a recruit is, “Who is helping you with this decision?”

BOB CANTU - USC

1. What do you bring to the table?
2. You gotta last...
3. If...if you have to say if, don’t sign him
4. You are interviewing everyday for your next job
5. Evaluate with your eyes, not your ears
6. Sacrifice...everything!
7. Bulldoze – don’t take no for an answer
8. Networking
 - a. Leave after hour messages on people’s voicemails at their offices
 - b. Find 3-5 asst’s and 3-5 head coaches you can network with
9. When recruiting, he always likes to sit directly across from the bench to see how the kid interacts with his coaches, and he can also always see the parents from here

10. When evaluating...
 - a. Do they have good feet/good hands?
 - b. Do they turn it over?
 - c. Can they shoot?
 - d. Can they defend their position?
 - e. How do they respond to coaching?
 - f. How do they respond to the refs?
11. The most influential person can change over time for a recruit
12. Make a name for yourself on your own staff – be the guy the assts and head coach are always calling
13. Outwork everybody!
14. Take ownership in what you do
15. Task guy vs. responsibility guy – be a responsibility guy
16. When on a flight, don't sleep – go through your phone and draft e-mails – great way to stay in touch with people

PAUL FORTIER - WASHINGTON

1. Coaches are always looking!
2. Who's the "button" guy? – Who is helping you make the decision?

STAN JONES – FLORIDA STATE

1. He tells his players, "If you are any good, minutes will find you."
2. If you do the right things long enough, great things will happen to you
3. What matters is "WHO KNOWS YOU"
4. The rollercoaster of coaching
 - a. You just never know what position you may be in
5. Have a specialty area
 - a. Video, strength/conditioning, great administrative skills, academics
6. Networking
 - a. Help someone else with something before you help yourself
 - b. Understand why you are networking
 - i. People you would use to get information
 - ii. People you are doing business with
 - iii. People who can help get you jobs
 - c. *READ – "The Power of Who," by Bob Bodine*
 - d. Know how to follow and work with your friends
 - e. You should have 12 people in your "friend" group
 - f. Go to clinics, work camps
7. Study and Read
 - a. Leadership Books

- b. Management Books
- c. People Skills Books
- d. Personal Finance Books
- 8. Be a teacher at all times on the court
- 9. Be a self starter
- 10. READ – *“Make the Big-time Where You Are,”* by Frosty Westering
- 11. Establish Consistency
 - a. Don’t waste favors from your network on jobs you cant get
 - b. “The true test of success is the test of time”
- 12. Be thoroughly prepared in your interview – CONTROL THE INTERVIEW
- 13. Make relationships with the administration on campus (associate ad’s)
 - a. Especially the young ones
 - b. News media
 - c. Scouting service people
 - d. HS/AAU coaches
- 14. Get to know retired coaches around your area
- 15. 12 Ways to be a Great Assistant Coach
 - a. Loyalty
 - b. Ability to recruit – sales – phones
 - i. Team camp/elite camp
 - ii. The game for assistant coaches is recruiting – this is their win/loss
 - c. Be a self starter
 - i. Be at the office longer than the coaches
 - d. Have an ability to teach
 - e. Explain your true experience
 - f. Have great people skills – recruiting/media/administration
 - g. Have great enthusiasm
 - h. Know your situation – married/single/kids
 - i. Have great work ethic
 - j. Have a clean background
 - k. Understand what your negatives are
 - l. Have a fanatical attention detail
- 16. Scouting
 - a. What is the hardest thing for us to defend?

JIM CHRISTIAN - TCU

- 1. The people you work should be your best supporters
- 2. Get to know everyone on your campus
 - a. Anyone can have an influence on a job
- 3. It is all about the players!
 - a. Degrees, transforming them to men
- 4. He always asks people he interviews – why do you want to be here with me?
 - a. To build the program
 - b. Not to get a job and help yourself, but to help our program
- 5. He never interviewed with someone he didn’t know
- 6. “Assistant coaches get other assistant coaches jobs”
- 7. You don’t have to be from here to recruit, but you have to be here to recruit
- 8. Be thankful about where you are
- 9. Don’t worry about what comes next – enjoy this time!
- 10. It’s not a race to get a job – know who are you with and enjoy who you are with

11. The job of an AD – best AD’s to work for are former coaches – these days they are all almost fundraisers only
12. It’s all about the relationships we build thru this game
13. Be close to the players!!!
14. Your best network should be the guy sitting next to you
15. He feels a job is good if there are players back
16. A bad job is a job where there are no players back

MO CASSARA - HOFSTRA

1. Was hired twice in 3 months and then became head coach at Hofstra
 - a. No way to plan anything!
 - b. Don’t drink and drive – get a cab!
 - c. Don’t drink in public – internet age
2. You must be willing to do anything
3. He left an assistant job at Citadel to be head coach at Worcester Academy
 - a. Great decision for him because he was a head coach
 - b. Met tons of coaches coming to his gym
 - c. Was able to go to all different college practices after his own practices at night
4. Take a chance – get out of your comfort zone
5. Sometimes take a step to the side or a step back to take a step forward later
6. Build relationships – you don’t need to interview
7. Stay in touch with everyone!
8. You never know who you’re going to meet and when they will be in your life – treat people well!
9. You should be best friends with people who don’t mean shit to you!
10. Be prepared always for everything
 - a. Dynamics of this business is always changing
11. You must know who you are and understand what you do/don’t do well

BRAD BROWNELL/STEVE LAVIN

1. Don’t do this for the money!
2. Lavin was 92K in debt for years – “From the bottom to the top to the chopping block in 12 years.”
3. Lavin loved hearing different types of coaches in practice
4. Brownell wants to hire guys he trusts
5. As a head coach, you are always worried about something
6. Brownell always watches other head coaches/assistant coaches when on the road
 - a. You are constantly being watched/constantly being evaluated
7. Find your niche
8. “Teach and demand” – Brownell’s two important words

9. Take notes daily
10. Coach Keady's plan for hiring an assistant coach
 - a. Is he loyal?
 - b. Does he have a work ethic?
 - c. Does he have talent?
 - d. Talent only comes into play if he has the 1st 2
 - e. If he has all 3, he will be a head coach
 - f. Must have "love and balance"
11. Teaching
 - a. Explanation – talk and articulate
 - b. Demonstration
 - c. Repetition
 - d. Correction
12. When you're an assistant, you must want to feel responsible for everything
 - a. Recruiting class
 - b. Graduation
 - c. Success
 - d. Suggestions

CHARLTON YOUNG

1. You must be able to recruit!
 - a. Use team camp/elite camp to talk to coaches – they must know you by the time camp starts
 - b. Call every coach from 2+ hours away to get to know their young kids
2. Evaluating Players
 - a. LM, LM+, MM, MM+, HM, HM+
 - b. Tapes that are sent in – watch them for other players on the tape
 - i. Look for players that are 2 leagues better than you!
 - ii. Be connected everywhere
3. Network – be a gorilla!
 - a. 5 MM assistants
 - b. 5 HM assistants
 - c. PROTECT your tribe
 - d. Introduce yourself to other assistants – be real, not phony
4. Recruiting
 - a. "The Gate"
 - b. Sniper Mode
 - c. Who is the juice?

DUSTIN KEARNS

1. He got his 1st job at Tennessee Tech by watching 6 AM working during camp – he was offered Ops job after camp
2. He turned down an assistant job to be a GA at Tennessee
3. The only 2 types of jobs are "good jobs and no jobs"
 - a. We are all replacements
 - b. Are you irreplaceable?
4. Don't chase jobs – do your job!
5. Make life easy on the head coach

- a. If the head coach is stressed, everyone is stressed
6. E-mail him for the camp calendar
7. "I made mistake but only I knew about them"
8. Recruiting must be done everyday
9. Don't be a "me" guy – be a "we" guy – It is always US in recruiting
 - a. Team recruit on staff
 - b. Recruit for what your head coach wants
 - c. Don't waste your head coaches' time
 - d. Watch other coaches
10. Questions to ask when evaluating
 - a. Do they effect winning?
 - b. Are they tough/competitive?
 - c. How often do they get hurt?
 - d. How serious are they in the classroom?
 - i. Hi GPA, Low SAT = Works hard
 - ii. Lo GPA, Hi SAT = Lazy
 - e. Does he call you back?
 - f. How is he around his family?
 - g. Does he blame others?
 - h. Does he truly love it?
11. When you get a new job, go on an admissions tour – you better know the campus!
12. All kids are different – hit them in different ways
13. When someone mentions your name, what do they say?
 - a. Work smart, everyone works hard
14. READ
 - a. "Winning takes Care of Itself," by Bill Walsh
 - b. "The Winner's Manual," by Jim Tressel
 - c. Brian Billick's book
15. The farther you get in this profession, the less friends you should have