

Coaching U Live 2013

Brendan Suhr: Ethics and Integrity in Coaching

- Who is your favorite coach?
 - Could and should be the most influential person in your life
 - What made them extraordinary
- Prepare – give them the knowledge to succeed
- **Coach is stealing/sharing**
- Crisis of character in coaching/ no baseline criteria for coaches at this time
- You learn from who coached you....who did they learn from????
 - What was acceptable in the past is not acceptable now
- Book – Inside Out Coaching
 - Transformational v transactional coaches
 - Transformational teach players how to grow up and be men and women
- What character of our profession
 - Must have a culture within your team
 - Honesty/integrity 2 most important parts of leadership
 - Goes both ways
 - Do we love our players?
 - Has to be unconditional
 - Love them all the same
 - Caring
 - Must be all the time
- Embrace the mistakes/ teach them how not to make the mistake
- Safety – players must feel safe at all times
- “I” brand – you do something wrong your brand is ruined
- Cant yell and scream in a demeaning way
 - Shout praise, whisper criticism
 - We cant win without the players
- 5 Questions to ask yourself
 - why do I coach?
 - What is coaching?
 - Why do I coach the way I coach?
 - How do you think it feels to be coached be me?
 - Would I want to play for myself?
- Must be a truth-teller to your boss (respectfully)
- Need to create buy-in
 - Players must believe it and in you
 - Cant do this without great relationships
 - Must reach in to your players heads and hearts
- **As the leader goes, so goes the team**
- What is your coaching philosophy toward your players?
- What is your team culture?
- Don't let anyone stop you from being extraordinary
- The more people you help, the better you get

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Ganon Baker: Skill Development

- “Create living trophies” – carry on and be winners in life
- What you respect moves into your life, what you disrespect moves away from your life
- Believes in solution based drills – players must always have to make an either/or decision in his workouts
- **Don’t be a puppet, be a player**
- Coaches and players must have a SWAG
 - Skill
 - Work Ethic – what you want to do, now get there
 - Aptitude for Learning
 - Game – how r u when the spotlight is on
- Players who overestimate their talent – must tell them the truth
- Players who underestimate their talent – catch them doing good, small victories
- Workouts
 - Cant be silent
 - Cant be soft (mental more than physical; get outside your comfort zone)
 - Cant be selfish
- **A losing gym is a silent gym**
- 4 main dribble moves
 - crossover
 - between the legs
 - behind back
 - spin
- Clear and precise talk on floor
- 4 ways to shoot 1 step floater
 - 1 step
 - slow step
 - quick step
 - Ginobli/Euro
- If they cant do it, tell them to keep working on it
- Works on finishing w pivot off 2 feet
 - Step around
 - Step thru
 - Drop step
 - Step away
- Teach all players a move w a counter
 - Off dribble
 - Off cut
 - Off finish
- NEVER SAY WEAK – say “hand least comfortable with”
- 5 ways to get ball to man coming off pick and roll
 - step away
 - step thru

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- rev pivot
- behind back
- hook pass – only if they are elite
- Have an adult mind with a childlike heart – find ways to relate to players all the time
- **If you want a champion's power, you must go through a champions pain**

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Kevin Eastman: Building an NBA Defense

- Don't just network, build relationships
- 1 full year of giving before you ask a favor of someone
- Ends all his correspondence with "if you ever need anything from me don't hesitate to ask and I will do everything I can to help"
- Read 2 hours every day, no matter what
- Opportunity is everywhere, its just that you are not
- "Must have knowledge of the old school, antennas up for the new school, and the ability to blend the 2 together"
- Your advantage comes from your growth, your growth comes from learning, learning comes from your antennas
- Its not what you know, its what you bring
- Cant motivate all the time, must find ways to inspire them as well
- Fools Gold Transition Defense
 - Team gets back but not set
 - Set means in stance, below the ball, seeing man
 - If 1 man back it's a dunk
 - 2 men back it's a layup
 - 3 men back it's a contested 2
 - 4 men back = game on
- 11 Tenets of transition defense
 - The raise of the shot starts our transition defense – 1,2,3 get back unless they are in the key
 - First 3 steps must be sprint steps
 - Get below the ball as fast as you can
 - No buddy running
 - Get to shrink(help) spots quick as you can
 - Make the offense throw at least 2 passes
 - You are not guarding a man, you are guarding their team
 - Need communication in 2 ways – with voice and with finger
 - Must take away the early strike – first 6 seconds
 - Find and COVER shooters
 - In order to work you must have a transition mindset
- 8 Must haves in your transition defense
 - MINDSET
 - Sprint back to be back – no jogging
 - Dominate first 6 seconds
 - 2 passes fine, 3 passes will win the possession
 - Guard theirs, not just ours
 - About the team, not the matchup
 - Losing teams use voices, winning teams use fingers
- 5 things must eliminate in transition defense
 - Players complaining to official
 - Player missing shot

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- Celebrating shot
- Instincts go to the glass – coaching philosophy
- Gambles and misses
- Ideal Possession
 - No penetration
 - No shot off pass from penetration
 - No shot off first 3 passes
- Consecutive stops – 2 in row
- Multiple stops – 3 in row
- 7 must haves
 - Communication
 - Intimidates
 - Gives head start
 - Gives man on ball more confidence
 - Wakes up a disengaged defender
 - Catch mistake before it happens
 - Energizes your team
 - Trust
 - Teams that don't trust foul more
 - Positioning, awareness, alertness
 - All about multiple efforts
 - Resolve
 - Communication system
 - Early, Loud, Continuous
 - Adjustment System
- Trust on D is never having to turn around
- Best coaches have the answers before the players ask the questions
- Adjustment philosophy
 - 1x do it harder
 - 2x do it better
 - 3x take out game
 - 4x change coverage
- Truism – doesn't matter what D you want to play, just matters if you'll commit enough to make it work
- 5 things must do to win on the road
 - must defend
 - must take away transition baskets
 - must rebound – especially defensive end
 - must have defensive resolve
 - must eliminate turnovers
- Must have passion to succeed, but knowledge and skills must catch up with passion
- 4 game-changers
 - 50/50 game – want to win 70% of these
 - Win the first to the floor game
 - Win the take charge game – 1 per quarter
 - Deflections – 6 per quarter

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- Games are won strong-side, championships are won weakside
- If I were blind?? What would you hear in our practice
 - Shoulders game
 - Win last step
 - Know No's
 - No middle
 - No layups
 - No uncontested shots
 - No ball watching
 - No buddy running
 - Mismatches don't beat you, open shots do
 - Ball hits paint, we hit body
 - Fouling negates hustle
 - Sprint to help. Sprint to rotations
 - Crowd shooters, cushion drivers
 - Fight instincts late in game, stick to basics
 - Pressure ball, shrink behind ball

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Kevin Hart: Leadership

- How do you develop leaders? How do you prepare for certain circumstances?
- Training – both physical and mental development
- “Brilliance in the Basics”
- Have to like your team – have to trust them
- Preparation – must have the X’s and O’s and game plan of what you are going to do
- **Voice of coach in times of stress must be CALM, CONCISE, CLEAR**
- Instinctive shooting – keep eyes on target at all time
- **“Eyes on mission at all times”**
- First man in on breach of a door, goes immediately to a wall – bombs could be going off behind but must stay focused on his job

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Alex Cervasio: Building your Brand Through Social Media

- 78% of teens have a cell phone
- 90% are active on social media
 - facebook
 - twitter
 - vine
 - instagram
- 4 C's of social media
 - Content
 - Conversation
 - Community
 - Connections
- Keys
 - Consistent
 - Time it right
 - Rich media (photo/video)
 - Keep short
 - Be relevant
 - Use voice
 - Have sense of urgency
 - Create value
 - Entertain
 - Be educational
- Building Brand
 - Branded graphics
 - Twitter background/ header
 - Consistent account handles
 - Same across facebook, twitter, instagram
 - Optimize your profile info
 - Schools hashtags, different handle, etc...
 - Trending hashtags
 - Engage thought leaders
 - Interact with your followers
 - Real time recruiting
 - What r ur recruits talking about now
 - Become an expert/ interact with other experts
- Program awareness
 - Control message
 - Always promote
 - Art of the humble brag
 - Showcase
 - Facilities, uniforms, shoes, weather, etc...
 - Engage past players
- Relate to Recruits

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- What r they talking about
- Analyze their interests
- Engage w people they follow
- Identify with icons
- Spotify playlists

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Doug Collins: 40 years in the Game

- Great thing about basketball – you work as hard as you can to individually get better so that your team can win
- Trust – once you build it up you can speak the truth to your players
- **Truth without trust is Chaos**
- Talent doesn't decide where you end up; its your voices and your choices
- HALT – players most vulnerable at this time
 - Hungry
 - Angry
 - Lonely
 - Tired
- James Collins – being a coach in terms of a bus
 - Get the right people on the bus
 - Must get them sitting in the right seats
- No greater competition that the man on the bench who wants your minutes
- What can I control?
 - Best conditioned
 - Well prepared
 - Reward my players that are the best competitors
- Goal is not for you to like me today, it is for you to love me tomorrow
- Don't ever have a rule that you wont enforce with your best players
- As a coach, DON'T EVER BE LATE, you instantly lose your credibility with players
- Roles
 - Believe in your role
 - Stay in your role
 - Star in your role
- Tape is damning – the more you watch the more negative you get
- Never as bad as you thought or as good as you thought
- Build your team/program brick by brick
 - If you want to go fast, go alone
 - If you want to go slow, go together
- Coach as a team builder
 - Whose lives did you effect
- Don't just compete in what you are good at, compete in everything
- **Always end your practice on a positive note, even if it is before you planned to end**
- 3 things you must give team
 - Faith
 - Hope
 - Life
- What makes a great leader
 - Can never be about him or her
 - Be yourself
- What am I doing this for?

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- If you're doing it for the right reasons you will find a way to win

Kevin Eastman: DNA of a Championship Team

- Successful teams have trust, special teams have blind trust
- Never put a ceiling on yourself, your players, or your career
- To become successful you must invest something
- Leadership more powerful visual than verbal
- 8 seats on your “bench”
 - 1st seat must be your best player; cannot be an asshole
 - 2nd seat is your 2nd best player; cant have an asshole here either
 - Seat 3 or 4 – can have an asshole here; surround him with players who are strong voices or examples
 - Seats 5-8 must fill a role – never have an asshole here; y have an asshole if theyre only a role player
 - Last 4 seats must see the game the same way the coach sees the game
- “if the mental ever met the physical youd be a hell of a player”
- **Best Player**
 - Must have a great relationship with them
 - Know how to get in to their head – thru their heart
 - Fight for mind space and heart space
 - Buy in, believe in
 - “the hat you wear as a freshman has to fit you as a senior”
- Emphasize and enforce – cant complain about what you tolerate
- **PREPARATION TRUMPS PRESSURE**
- Big games – need great players to play great, need role players to just do their job
- **Bench**
 - Cant be ready, must be prepared
 - Bench is an area of education, not entertainment
 - Must stay engaged
 - Must be competitors, not companions
 - Youre not coming off bench, youre entering the fight
 - Cant ease into the game, come in with energy, execution, and focus
- **Assistant Coach**
 - 90% evaluation, 10% emotion
 - see the game, don't just watch it
 - be focused on your growth and development, not just your position and title
- **Roles**
 - Clearly defined and executed properly
 - How do you frame role
 - This day, this game, execute your role for us to win
 - Your impact in winning
 - When all players stay in their roles opponents have to make decisions
 - Be an all-star at your role
 - **Do what you do, its OK not to do what you cant**
- **Team**

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- None strong as ALL
- The jersey doesn't define us a team
- Top 3, make sure you include the other 12
- If you get enough talent, chemistry and roster balance will trump talent
- Teamwork is not a preference, it's a requirement
- Only 1 team if you want to be winners
- Championship teams will take those next steps
- Who r your mini captains?
 - Who can reach that player that day
- Its not important if youre right, its important that we get it right
- **If change your habits you can change your limits, if you change your limits you can change your life, if you change your life you can reach the dreams you had as a kid and change the goals you had as an adult**

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Gordie Chiesa & Mike Rhoades: DNA of a Winning Program

- Are you an instinctive team or a system team?
 - Want to be able to do both – play instinctive within a system
- Get better at fundamentals and execution every day
- Execution is a culture and it is learned
- Playing hard D is a learned culture
- Running, cutting, screening is learned
- Passing on time is learned
- *Without hurt feelings you will get mixed results*
- Your voice is your choice – cant get it back
 - Check your head before you speak
- Have an identity as a coach, must always get better
- VCU philosophy – competitive and hardworking as we can be
- Keep understanding how young people think
- Great coaches master
 - Teaching skills without overtalking; if you overteach the players resent you
 - Organizational skills
 - Communication skills – talk with them, not at them
 - Motivational skills
 - Game crisis skills
- Great coaches r world class listeners
- Coaches judged in the last 3 minutes
- Great teams have a high level of intelligence, intensity, and late game poise
- Great teachers r wired in about player development
- Shaka – greatest strength is the amount of time they spend with the players
 - Makes the player see you differently than on the floor
- Winning players go after loose balls at full speed
- Sloan
 - Discipline of play – upbeat
- Teach players the game in real time, not too far ahead or behind, play in the moment with true confidence
- HAVOC
 - Play fast
 - Work fast
 - Comfortable for us, uncomfortable for everyone else
- Separator of great coaches – great coaches get players to play hard all of the time
- Be intense but not crazed
- Once u accept your role, your role always expands
- 3 keys to win on road
 - limit live to's
 - develop consistent 3rd scorer
 - bench pts, reb, deflections, dagger 3's

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- Winning is a game of aggression and poise
- Who is your comeback team?/ pressing team?
- Must have measurement in your workouts with a proper plan
- OT in practice – take the player that made the shot to send to OT and put them on the other team
 - Do they play forward or backward
- Good to great
 - Need a plan
 - Do players know what to do and how to execute it
- Don't shoot angry in a game, shoot w team rhythm
- Shoot with your head on straight
- Practice finishing organized off balance – tony parker
 - Better defenses the less you will be on balance
- Help the helper
- Bigs in correct pick and roll coverage win the respect of their teammates
- **“Its always cloudy in the gym”**
- Expect the unexpected
- ALWAYS BE WORKING ON AND TWEAKING YOUR MISSION STATEMENT
 - Tell what you can give and what you will provide the school
- Ask people who've been there before
- Mock interview – never know what will be there
- Presentation on how you will play
- Know the school
- Leave the committee with 4 or 5 words that define you at the end of interview

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Doug Collins: Day 2 On Court

- “Luck favors the prepared man”
- Trust, Truth, Commitment, Player Accountability
- Offense
 - Must define what a good shot is to your team
 - Not contested
 - Shot expected by your teammates
 - Time and score
 - Do you have a chance at the offensive rebound?
 - Can you defend against a miss?
 - Corner 3’s – can your team get back
 - Always fit to your personnel
 - Beat a team on the 2nd or 3rd side of the floor
- Basketball Language
 - What are the words you’ll use to talk to your team about offense/defense
 - Must all be on the same page
- Coaches notoriety comes from your teams ability to execute under pressure
- Teach what you believe in
- Not an offense or defense drill – “basketball drill”

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Mike Rhoades: HAVOC

- Play 10 or 11 guys a game
 - Creates morale
- Live ball to's
- Allow shooters to get open looks on break
- “Transitioning”
 - fun
 - create offense
 - make players uncomfortable
 - take as much pride in their defense as they do in their offense

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Gordie Chiesa: Utah Jazz Offense

- Best offenses have a combination of 1 on 1 players and flow players
- United teams have combo screening
- “partnership of screening”
- players away from the ball – R U READY TO SHOOT?
- Without player and ball movement a team is easier to defend
- SF that can initiate the offense – gives the PG a mental health break
- If you have lesser talent you must lift the defense further away from the basket
- Perfect Execution Drill
 - 5 blue/ 5 white at ½ court
 - coach calls out the option he wants to score as the 5 players are initiating the offense
 - 3,4,5 go to boards on shot
 - 1 &2 back
 - get point for perfect execution of play

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Brendan Suhr: Pick and Roll Defense

- ALL MUST SPEAK THE SAME LANGUAGE
- 3 things to pick and roll
 - who has ball
 - who setting screen
 - what angle of screen