

Coaching U Live 2012

Speaker 1: Kevin Eastman

- ABC's
 - Attitude – yours toward the team; within the team; team to you
 - Belief – centered on trust
 - Trust takes time, consistency of message, and proof (do you do what you say)
 - Character/Chemistry
 - No characters, want character
 - Chemistry:
 - Players like/respect/trust other players
 - Players like/respect/trust coaches
 - Coaches like/respect/trust other coaches
 - Coaches like/respect/trust players
- Challenge the game w respect
 - Always trends in the game; what is the next trend???
 - Grow- read, listen, look
- How climb ladder – big eyes, big ears, small mouth
- Who wins??? Doubt or fear? Or belief & knowledge
 - Belief and knowledge- might not always win the game
- **Preparation trumps pressure**
- R u a team of get or give??
 - Giving teams win, Get teams lose
 - Give for the betterment of the team
- **Do you give in and give up or get in and get up**
- Bonus: in game evaluation v. emotion – 90% of a coach must be evaluation
- **Success Ingredients**
 - Be there before you get there
 - Show up/shut up/keep up
 - Big eyes, big ears, small mouth
 - Better master the “bilities”
 - Responsibility
 - Dependability
 - Accountability
 - Availability
 - Doesn't stop once you get there – always must be working to get better and improve
- **The better the player the more they will demand of you as a coach**
- Young players get on the floor for invisible stats: charges, dive on floor, loose balls
- Broken records are reached through unbroken habits
- Coaching done in offices: leadership takes place in the locker room
- Your jerk on your team is the best recruiter
- Scouting – knowledge is quickness
- Cant win w/ “my turn” shots
- Cant win w/ “shooting turnovers”
- Do you have don't knows or don't cares??? Cant have don't cares
- **When the shit hits the fan, what do you do? Do you clean up the shit or turn off the fan?**

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- Coaching
 - put out fires
 - put gas in the tank
 - refocus the lens
- Everything that we need to know to get better as coaches is out there; you have to go and find it
- Don't get bored with the process
- Championship teams get past mad/sad/hard
- Thought: have a silent coaches practice
 - Best teams will hear voices talking and sneakers squeaking
- Budget your bitches
- Control
 - System
 - Culture
 - Players
 - Preparation
- Best player and coach must have relationship
- Success doesn't have business hours; they have production hours
- Best teams **EXECUTE** their plays, they don't just know them
 - Can you get to your 3rd option?
- Demand the same from them in February as you do in October
- Talent v. talented: want talented
 - They have extra dimension
 - Still play hard down 20
 - On us to bring in these players
- Dreaded s's
 - Shots
 - Stats
 - Starter
 - Salary
- Best coaches
 - Know what they want to do – sustained thought
 - Believe in what they do
 - Can sell it – create a buy in within the team
 - Demand it every day w/out being demeaning
 - Teach it – to understand and execute
 - Evaluate – constantly tweaking
 - Improve it
- On us as coaches to get our best players shots in spots where they are successful
- They want players who want to play **FOR** the Celtics, not just play **ON** the Celtics
 - This signifies a sacrifice
- UBUNTU – African Theory
 - People are people because of other people
- Jim Rohm
 - Failure is a few simple errors in judgement repeated every day
 - Little things – stat these, show how they add up to a big deal
 - Success is a few simple disciplines done every day

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- Understand game – do your players know what this means??
- Indecision is the thief of opportunity
 - Never pass up a basketball opportunity, never know where it may lead
- If not me, then who?? If them, why?? Figure this out
 - Hard to break in, but there are people who have done it
- See the action, don't force the action
- To be the best you must hold to higher standards and accountability
- 3 E's
 - Energy and effort from everyone
 - This gives you a chance to succeed
- Docisms
 - The answer is no
 - We will win if we are clutter free
 - Do things right, don't just get them done
 - No emotional hijacking
- Make/miss league ; not just about getting shots, but making shots
- Do **YOUR JOB** completely
- Emphasis is not enough – must enforce the emphasis by correction or substitution
 - If you expect something, you must inspect it
 - Correct it or accept it – cant be complacent if you want something changed
 - Jon Gruden – why do coaches say “ going back to the basics” , we should have never stopped
- Preparation is a competitive advantage, not a drudgery
 - Knowledge off the floor is quickness on the floor
- Coach in bullets, not paragraphs
- **Everybody, Every Play, Every Day**
- Just because an injured player comes back doesn't mean you are right again
- Once someone can do what you do better or one more thing, you become expendable
- If there is ever a breach of your culture you must confront it
 - Culture is your existence
 - Jersey doesn't define the team, it is the willingness to sacrifice that defines a team

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Speaker 2: Jon Gordon

- Who makes a difference in people's lives: coach impacts more people in a year than most people do in an entire lifetime
- Always striving to get better
 - Past does not determine future success
 - Humble & hungry – get better every day
 - The best always want to get better
- Coaches improve and then we improve our team
 - How get better
 - Ask a lot of questions
 - Be a sponge – learn from everyone you meet
 - Take action – “not afraid to die on a treadmill” outwork everyone else
 - To be the best you must outwork your talent
- Create a great culture(must focus on the root of the tree, not just the fruit)
 - **Culture drives behavior, behavior drives habits**
 - Culture beats strategy all day long
 - What do we stand for? What are our standards of behavior?
 - If you have a strong culture the wrong people wont get on the bus
- Lead with optimism – pessimists don't change the world, optimists do
 - Infuse your team with belief – transfer beliefs to our team
 - Win in the mind first, then on the court
 - Optimism can give you a competitive advantage
- Know the story of your players
 - Are they have to or want to
 - Complaints or opportunities
 - Help stay positive through negativity
- Your certainty must be greater than all the negativity around you
- Optimism doesn't happen by osmosis – must feed the positive dog
- **Complaining is like vomiting – afterward YOU feel better but everyone around you feels sick**
- No complaints unless you come w a solution
- **L**earning
- **O**pportunity
- **S**tay
- **S**trong
- Faith instead of fear: faith is a positive future, fear is negative
- Emotions are contagious – can project your positive energy onto others
- Great teammates encourage one another
- **“Attack this day with an enthusiasm unknown to mankind”**
- **Where there is a void in communication, negativity will fill it**
- ***Communication builds trust; trust generates commitment; commitment fosters teamwork, teamwork delivers results***
- Show them that we care
 - Transactional coach v. transformational coach
- Tough love – love tough (must know that you care about them)

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- **Rules without relationship lead to rebellion**
- Know why you coach
 - Must know this – won't get burned out if filled with your purpose every day
 - When you lose your why you lose your way
 - Purpose must be greater than your challenges – inspire you when you have bad days
 - Your why and purpose will take you where you need to go
 - What kind of legacy do you want to leave?
 - Helps decide how you want to live today
 - Plant yourself where you are to be a success
 - Who will miss you and why will they miss you???
 - Great coach is one who wins on the court and off the court as well

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Speaker 3: Tates Locke

- All of us have plans, but there will always be bumps in the road
- Don't bite off more than you can chew; know all about what you are getting in to when you take a new job
- **Time is like a coin, it is how you spend it that counts**
- Toughest decision you make is who to hire when you get a job
- Must get along with the AD and the president
- Consider
 - Own personal happiness – what is it?
 - Chance to win
- Every day there are 2 players who hate your guts, the object is to find out their problem before it affects you and the team

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Speaker 4: Lawrence Frank and Flip Saunders

- Frank Defensive Philosophy
 - Goal is to force 1 contested 2 pt shot
 - Shots that hurt a defense
 - Layup
 - Ft
 - Corner 3; 3's
 - Protect the rim first
 - Musts:
 - Sprint back
 - Shrink the floor – inside out
 - Closeout hard and contest
 - Aggressive defense with no fouls
 - Box and gang rebound
 - System – do what you do
 - Rely on your principles 90-95% of the time
 - Only 5-10% change based on the scouting report
- Flip Saunders Offense
 - Tries to teach concepts on offense
 - Want to be based on player movement on both sides of the floor
 - Ball movement
 - Create spacing at all times
 - Get to basket – with pass or dribble
 - Wing pick and roll's/ high pick and rolls
 - Finish cuts to the 3 pt line
 - Basket cuts
 - Easy pass leads to easy baskets – hockey assists

SEE DIAGRAMS

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Lawrence Frank: Interview Thoughts

- Do your due diligence before you step in door for the interview
 - Background of the owner/ AD
 - Family
 - Core values
 - Previous hires/ why have or haven't they worked
 - Who key decision makers
 - Who has influence on the decision makers
 - Evaluate personnel
- Why should they select you
 - How can you separate and be different
 - What is your niche(offense/defense/player development)
 - Buzzword in NBA is player development: how can you get them better
 - Creating a winning culture and environment
 - Can they see themselves working with you every day
- Areas you need to know
 - Background
 - Basketball philosophy
 - Staff
 - Relationship w AD
 - Organization and structure
 - Player development
 - Style of play
 - Media and off court
- Background (u need to know their concerns about you before the interview and find ways to address these)
 - Which coaches do you admire? Why?
 - Who is the best Head coach you have ever worked for? Why?
 - Who is the best assistant you have worked with/for? Why?
 - Where are your strengths as a coach?
 - What are your weaknesses? How are you working to improve these?
 - Who has had most impact on your professional DNA?
- Philosophy – give this a lot of thought
 - What is the best way to connect with players and earn their respect
 - What leadership and motivational skills do you use
 - How do you address role and stats to players?
 - How do you adjust if it changes
 - He meets individually with each player
 - Whole team must also know all roles
 - Posts it on each players locker
 - What is your process to hold players accountable
 - What coaches and systems in league impress you?
 - If you get this job, what is your plan? Short and long term
 - What are your goals, short and long term
 - How do you balance teams with veterans and youth

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- If you were the AD, how would you build team?
- What would you like to team and organization to look like?
- What will be your role as the head coach
- Do you believe in the offensive coordinator/defensive coordinator model
- What principles are you non-negotiable on?
- How do you handle difficult players
- What is ur discipline philosophy
- How do you deal with adversity? Everyone has same problems – whats causing theirs
- Offensively it is hard for you to play a PG that cant.....? SG that cant.....?SF that cant.....? PF that cant.....? C that cant.....?
- Evaluate the current personnel, what is your plan to improve each?
- Staff
 - Who are some of the best assistants
 - What are the most important qualities in a good assistant coach?
 - These are his
 - Motivated to learn, high character, teacher, passionate, critical thinking, open-minded, organized thoughts, ability to adjust, ability to present material to team, believe in what we do and own it, patience, ability to confront
 - Can get fence sitters to work
 - Consistency
 - Build trust
 - Team player, time management, listener
 - Problem solver
 - Do you have any names in mind
 - Do you believe in OC/DC model
 - How do you delegate
 - What did you learn in your past jobs
 - What are your roles and responsibilities for your coaches
 - Balance between youth and experience on your staff
 - What is your balance between former players and non players
 - How many do you need
 - Would you keep anyone from previous staff
 - How do you promote chemistry within the staff
 - How do you get feedback, take feedback, utilize feedback
 - What is your process of hiring
 - How do you offset your weaknesses
 - What do you need in support staff

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Kevin Eastman

- Must have great antenna guys (see problems and concerns)
- Thermostat guys
- Coach in absolutes up to the first game, then start tweaking
- Who is your what if coach?
 - What do you do if a team does this
- On scout, let the plan fail you, don't you fail the plan
- Don't want to be lucky, want to be good
- Your decision – is it good for the staff or is good for the players? Must do what is best for the players at all times
- Applause waits for success
- “play with a kid’s enthusiasm but with an adult’s focus
- What are you going on the dog days to reenergize your team??
- Do the things you should be doing before the things you want to do
- If fear failure, must also give equal time to fear of never trying
- 5 things must do to win on the road
 - Must defend
 - Eliminate transition baskets
 - Must rebound- especially on the defensive end
 - Must have defensive resolve
 - Eliminate turnovers
- Shooting Games
 - In rows
 - 2x at each spot for # of makes in row
 - 30 3's in 2 ½ min
 - Can only make 2 in a row at the same spot
 - Celtic 50
 - 5 spots on floor
 - Make 10 at each spot
 - Passer counts the # of shots taken
 - # is how many shots it takes you to make 50
 - Object is to get the lowest score

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Lawrence Frank

- Concepts to Drill – 2 concepts in the offense to drill every day
- How do you punish the help defense?
- R u interested in separation or screen? – this based on your philosophy
- 4 S's as screener
 - Starting point
 - Set up (screen bottom ½ of the defender)
 - Sprint
 - Separation
- 4 S's of P&R
 - Starting point – based on the defense
 - Set up – always have to be a threat to beat the defense away from the screen
 - Separation
 - Think SCORE at all times
- Teaching the throwback pass to the popper
 - Reverse pivot
 - Rt hand hook pass
 - Pocket pass

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Flip Saunders: Matchup Zone

- A player is only as good as their coach thinks he/she is
- Whats your strength/ whats your weakness/ what are you going to give me
- Get gym rats/ need mentors in your program
- Cant be a good zone team without good man to man principles
 - Players must be locked in all the time in the zone
- NEVER ASSUME THAT PLAYERS KNOW ANYTHING
- Matchup Zone
 - Unique
 - Must prepare differently
 - Want give up 2 pt contested shots
 - Take away layups / 3's / put-backs

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Alan Stein: Strength and Conditioning

- Basketball athleticism
 - Balance
 - Change direction/ acceleration & deceleration
- Best players are in the best shape
- To improve = brick by brick approach
 - Precision and care to how the program is laid out
 - How you do anything is how you do everything
- Barefoot exercises – believes these are crucial to any training program
 - Feet are the foundation of our athleticism
 - Incorporate ball into all drills
 - Make time for things that are important
 - Progression
 - Hold knee above hip for 30-45 seconds – do palm touches to floor and then lunges
 - Balance on 1 leg and throw passes (passes should not be good, force to adjust)
 - Throw passes – stop catch and then touch floor with the ball
 - Bend with your back parallel to the floor and then go 3x around your legs with ball
- 6 movements that are crucial in basketball
 - Sprint
 - Backpedal
 - Slide
 - Pivot
 - Jump/ land
 - Lunge
- 10 min warm up – go through the movement patterns you use in the game
 - Skip with the ball overhead and reach to belly button
 - Skip and swing the ball side to side over your head
 - Skip w ball at your chin and twist ball
 - Slide to ½ court and back with the same 3 actions of the ball
 - Ball above head do forward/ backward jumps to ft line and then jog to ½ court
 - Left to right jumps to the ft line and then slide to ½ ct
 - In stance – red light green light
 - Go 50% on green light, break down on red light
 - Go forward/backward
 - Right left
 - 180 degree front pivot w rip of ball shoulder to shoulder
 - Left foot pivot
 - Right foot pivot
 - Same pivot with rip ball below knee
 - Ball over head jump – 1/ 2/ 3/ 5/ 10
 - Ball below chin
 - Ball at waist
 - Ball at knees
 - Ball at ankles

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- Lunge position
 - Tough ball in front
 - Sway ball side to side overhead
 - Twist w ball
 - Switch legs
- Lateral lunge
 - Same actions as in lunge position
- Flexibility/Mobility – Yoga Hoops
 - Plank position
 - Lunge and reach
 - Crouch position – put fingers on ground and lift as high as you can
 - Wide feet – shift right – shift left – walk hands into a cobra stretch
- Injury Prevention
 - Not really prevention – injury reduction
 - Purpose – everything you do must have a purpose to it
 - What is the purpose???
 - Am I making the player better overall or just better at this drill??
 - Drill s- modify for weaker players, challenge the stronger
 - 4 ways reduce ACL injuries
 - Mobility in ankles and hips – cant move the knee without the ankle and hip
 - Strengthen hamstring and glutes
 - Hip raise w 1 foot on chair
 - Ball reach – body parallel to ground w 1 foot on floor
 - Safe landing – quiet and on balance
 - Hop and hold on 1 foot
 - Work front to back and side to side
 - Footwork planting and cutting
 - Hockey stop
 - 1-2
- Perceived relevance
 - Players can connect the dots to what they're doing and know how it makes them better
 - Relies on building trust with the players
- Core Work
 - Core is everything above your knees and below your armpits
 - Address the core standing on 2 feet, this is how you play
 - Exercises
 - In stance with crossed arms – coach pushes on knee both sides, then hips, then shoulders
 - In stance crossed arms – coach tries to twist body with 1 hand in front and 1 hand behind
 - Plank position – push on sides/ top
 - Twist
 - Plank position lunge w ball
 - Plank position lunge w ball overhead

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- Mental Toughness – what is it?
 - Ability to play in the present
 - Focus on the next play –**W**hats **I**important **N**ow
 - Focus on what you can control
 - Focus on the process
 - What u can control
 - Attitudes
 - Thoughts
 - Process
 - Preparation
 - Who's on the floor
- ***Timeout in scrimmage***
 - ***Tell your players 4 things in the huddle***
 - ***Before they inbound the ball, hand each player an index card and tell them to write down the 4 things that were said in the huddle***

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Brendan Suhr: NBA Defense

- Best Defensive Concepts in the NBA
 - How do you play the basketball? Must be based on your quickness
 - Most teams will force to the sideline, but if do so we cannot open up the bottom foot
 - NBA – don't deny on the wings; deny at the elbows
- Language and terminology – all of the staff must speak the same language and be on the same page

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Brendan Suhr: Offense