 **2015 PLAYER DEVELOPMENT SUMMIT**

**Dave Severns, LA Clippers**

**\*18 month Rule…..most young players, either mid to late first rounders or second round picks, need at least 18 months before they are ready go get into a game as a rotation player or starter.**

**\* We must develop them as an asset for our team OR for another team in a trade.**

**5 Musts Of Player Development….**

1. **They don’t CARE how much you know until they know how much you CARE…**
2. **Knowledge…….they must know that you know your stuff. Be competent. Study. Film. Clinics. Any edge you can give them is appreciated. Never BS them, they can smell it a mile away.**
3. **24/7……They must know that you are available 24 hours a day, 7 days a week. Be there for them.**
4. **Sweat Equity….You must at times be willing and able to put in the sweat with them. Sometimes the “sweat equity” doesn’t involve sweat…film, talking, etc… Don’t neglect the correcting/teaching part of your work.**
5. **Trust….probably the most important. It must be developed both ways….easy to say, hard to do.**

**\*Use assistant coaches as a resource.**

**\*I try and be non confrontational….leave that to the HC.**

**\*Use locker room board as a daily “lesson plan”…schedule, quotes, trivia.**

**\*Text, call, e mail…..talk to them…many times you are the only coach who WILL talk to them.**

**\*Put out small fires before they get to the HC.**

**Nate Thibbets, Portland Trailblazers**

**\*We all steal ideas/thoughts.**

**\*Articles are good way to connect.**

**\*Trust? Gotta find it.**

**\*They must know where the line is.**

**\*We can’t be EMOTIONAL, we must be CONSISTENT.**

**always watching.**

**\*Sweat Equity.**

**\*Summer Work is the 3 F’s….Focus, Fresh, Fun**

**\*Ray Allen….everyday Ray…**

**\*Incorporate Defense into drill work…many times they can’t get in a game because they can’t guard.**

**\*Use video.**

**\*Communication is huge….we can’t poison the water.**

**Don Kockstein, Dallas Mavs**

**\*Teach coaches how to bridge the gap.**

**\*In every practice, meeting, film session.**

**\*Our jobs is 90%development, 10% skill based.**

1. **It’s All About Relationships…winning drives everything……3 foot rule when talking to players.**
2. **Purpose------Strategy-------Preparation------Execution-----Advancement---**

**HONESTY----------TDRUST**

**“Honesty is better than sugar coated bullshit”…..**

**“If you want to taken seriously, be consistent”…..**

**MOTIVATING AN ATHLETE IS THE MOST DIFFICULT THING TO DO…**

**CHIPS…..1$ 5$ 25$ 100$**

**Trading Coins….start conversation with 1$ coin and then move up a level…**

**BK with DK on the road….breakfast with Don K**

**A-Attitude**

**E-Effort**

**I-Invested**

**O-Opportunity**

**U-Urgency**

**Mike Procopio, Dallas Mavs**

**PREREQUISITES**

1. **Definition of a pro is doing the same over and over.**
2. **Be early to everything.**
3. **Know the name of everyone in the travel party.**
4. **Sit front row in all film.**
5. **Respect the process.**
6. **Be prepared…know the playbook.**

**FACTS**

1. **25% of first round picks never get a second contract.**
2. **Study a player you are similar to.**
3. **What skills will make them succeed and get into a game.**
4. **Streamline your skill set….what does your position require? Minimize your stuff.**

**ROUTINE**

1. **Be early, acknowledge everyone and check in.**
2. **Watch film daily.**
3. **Stay late or night shooting.**

**\*They need to know WHY? Because isn’t acceptable. Walk them through teaching .Get them on your page.**

**\*Google Calendar….great tool.**

**\*Reps/Correction on the court….nothing tricky.**

**\*Give constant feedback during workout.**

**\*15 second teaching points….don’t talk all day**

**\*Chart/tabulate.**