



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 to 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-----TRUST

"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.**