

Brendan Suhr – NBA Ideas for Coaches at all levels

1. Most Important: Player-Coach Relationship
 - a. Popovich and Spoelstra are the best. It is partnership
 - i. Lots of Distractions for players: parents, AAU coaches, friends, agents
 - b. Coach K Team USA: great relationship with every player
 - i. Assistants also were great with players
 - c. Communicate in the form they prefer. Each player has preference on text, call, etc
2. Practice: Needs to fit your style. Get what you want out of it
 - a. Hubie Brown: Always 2 hours no matter what (Players knew expectation)
 - b. Pat Riley: marathon practices. “We are going to outwork everyone”
3. Meetings: “Can screw a team up”
 - a. Watching film: can inflict scars on players (pointing every mistake out in a game if watching the entire game). Also can be coach telling players how THEY lost the game
 - i. Doc Rivers: Scout is 13 clips. 2-4 transition, top 4 plays, 1-2 SLOB, 1-2 BLOB, maybe 1 special clip (hustle, emphasis for game). Sends players personnel and clips
 - b. Players A.D.D: some diagnosed, some external - long, nonproductive film sessions. Short attention span from culture (twitter, texting, etc.)
 - c. NFL QB has 70 meetings a game (huddle)
 - d. NBA HC has 2800 a season (timeouts). Has to hire, fire, make adjustments, next play in that 30-100 seconds
 - i. EFFECTIVELY: sound bites, never complete sentence, efficiency
 - e. Post Game: don’t lose a player in the post game because you are upset or embarrassed. Save critique until after you have watched the film (Next day)
 - i. Daly: Disappointed or the next practice time
4. Execution:
 - a. Teach: make sure the players can do your objective and can repeat it to you
 - b. Practice (Preparation): Every Day, sets, “what we do”
5. Belief System:
 - a. Offensive and Defensive System
 - i. “Believe In” leads to “Buy In” → can’t change it all the time
 - ii. When you put in a set, make sure it works – Chuck Daly
6. Offensive Style of Play
 - a. Do not fall in love with style: can you win or compete with the top teams in your league with your style of play with the personnel you have?
 - b. Daly: 1. Defense 2. Rebounding
 - c. QUESTIONS
 - i. : Do I want to fast break? How am I going to teach it
 - ii. Man to Man defense or something else? How am I going to play
 - iii. Do you have several quick hitters for your best player?

7. Defensive Style of Play:
 - a. Man to Man
 - i. Force Middle or baseline
 - ii. Ball screens and Ball screens in different areas
 - iii. Defending the post (double, ambush, $\frac{3}{4}$, front)
 - b. How do I stop what they do to score offensively? Their best player?
 - i. Zone
 - ii. Trapping
 - iii. Special Defense (box 1, triangle 2)
8. Non Basketball
 - a. Discipline: what happens when skip class? Miss practice? Workout? Etc
 - i. Have Standards: be on time, no excuses, do the right thing
 1. Easier to hold guys accountable, fewer exceptions
 - a. Needs to be same for every player
 - ii. Have vision on how to handle crisis
 1. What if... happens?
9. Everyone of your players must get an A in your class (basketball)
 - a. Whatever you teach they must understand it, and get it
 - i. Not a good coach if they don't: you taught, no one learned
10. Take what you learn and make it your own
 - a. Personal stamp on it. Tweak it, twist it and make sure it works for what you do

George Raveling: Creating a GREAT bench culture

- General Thoughts:
 - o “Nothing in life is worth anything unless you share it with somebody”
 - o “As you get older give back, you have something to offer everyone, especially those younger or less experienced than you”
- Looking at the game today:
 - o Too much group think, lacks new ideas or people trying new things
 - Very few: basketball nerds, character coaches, people thinking outside the box
- Coaches Jobs:
 - o Coach your team
 - o Lead your program
 - Coaches get fired for not being able to do this, HC needs to spend time becoming a proficient leader
 - o Do a self-audit:
 - Who we are, why we do our job, what is purpose on this earth
 - **Learn what you don't know, learn what you should know**
 - Why do I do what I do? Is there a better way to achieve it?
 - Does system allow players to seek their own greatness/outer limits?
 - Can coach a superstar player down to average to satisfy your needs

- Players will comply for playing time; not be themselves. FREE MIND
LIBERATE PLAYERS
- If he was still coaching:
 - Servant Leader: about them, no me
 - Coaches today spend time more time on HOW, not WHY → flip it
 - Coach Knight always explained why; all drills were competitive
 - Listen, seek, love – Doc Rivers
 - Coaches voice is powerful, always have an audience and they're the main show
 - Voices and Choices:
 - What voices you listen to determine your choices
- Developing a More Productive Bench:
 - The true personality of a team is on the bench. Selfish, enthusiastic, together, etc.
 - Ideal Bench: 8 starters, 2 specialists, practice players-redshirts-projects
 - 84 USA team: 8 people playing; chose 4 more with best attitudes
 - Are valued, share a vision and are loved
 - Look for every opportunity to celebrate a success
 - Bench= Special Forces “We got your back”
 - Every player wants to know 1. Why? 2. What is in it for me?
 - Bench Necessity: have a defined role. Bring value to the team in that role
 - Have measure/metric for all players' performance
- Bench requirements:
 - Expectations, measurable, chemistry, leadership
 - Recruit a leader: at least 1 great leader every 4 years
 - “You should be a leader” → coach has only identified the problem
 - Have you taught them how to lead?
 - Are you teaching players how to win at life?
 - On court and in life
 - 1. Strategy: what are we going to do?
 - 2. Execution: what steps are we going to take to complete the strategy?
- Bench Players Must Know:
 - Every person and player wants to be: loved, appreciated, respected, valued
 - Not about me, it is about we
 - Do you have their back when times are tough or do you abandon them? Is it really a family; if abandon it is not
 - When crisis hits most people jump ship (Nike with Tiger Woods)
 - True test of relationship, how you deal with relationship in time of crisis. If you really love a player, SHOW THEM
- Ideal Bench Player:
 - Starter ability, Shooter/Scorer, Leader

- Trust plays huge part in game; coaches only play players they trust
 - Vital Questions:
 - What is purpose/objective of our bench?
 - What value does bench create?
 - How do we achieve maximum performance from our bench?
 - Do we have a bench strategy? Substitution pattern?
- Sometimes a player's greatest challenge is coming to grips with his role on the team" Scottie Pippen
- Great NBA bench players:
 - Manu Ginobili, Jamal Crawford, Patty Mills, JJ Reddick, Nick Collison, Shane Battier, Taj Gibson, Tiago Splitter
- 5 best players won't be the best team. Someone has to sacrifice
- The most under coached and undervalued aspect of basketball is the BENCH
 - Goal: Consistently maximize the production and performance of our bench
- Assistants: Spectators or Students
 - Role: protect, influence, teach, motivate, be alert, voice, mediator, observer
- Next Man Up (UK MBB): Be Ready, Be Enthusiastic, Be Smart, Be Productive
- Bench Awards: 6th Man, BENCH CAPTAIN, Mr. Attitude, Gold Star Performance
 - If you want to assess bench players, play them with starters.
- "Coach I need to talk to you" ARE YOU REALLY AVAILABLE?
 - Listen. What did he say? What didn't he say? Messages in unsaid is truly powerful

Kevin Eastman: General Thoughts and Actions that are hard to guard

- Why did he take new position with Clippers? (VP of Basketball Operations)
 - 1. Doc Asked (loyalty to him) 2. Doc needed him in position 3. Someone else's time 4. Loves being a "rookie"
 - Success lies in the simplicity, confusion lies in the sophistication
 - Simplicity and Sharing: Big eyes, big ears, small mouth
 - I already know what I know, what I want to know is what you know so I can know what you know
 - Bridgestone Ad: make 1 tire, 20,000 times. Player development thought
 - Be there before you get there. Have the answers before they ask the questions
 - Be on a mission every day to seek and find.
 - Then think and apply
- 3 Questions to ask regularly
 - 1. Where is and how big is your excellence gap? (best compared to worst)
 - 2. What do you want to accomplish every day?
 - Read 2 hours every day, think (quiet time), workout, family time, do my job, plan/organize. SLEEP IS NOT ON THE LIST
 - 3. What do you want to do with your life?
 - Learn it all/Know it all, Learn from life, Share life experiences, leave legacy
 - No longer paying for good, only pay for excellence

- 15 tips to move up:
 - 1. Treat people with respect
 - 2. Be a great question asker
 - 3. Do unrequired work
 - 4. No job too big, or small
 - 5. Read every day
 - 6. Seek wisdom from those who came before you
 - 7. Learn what you don't know
 - 8. Fast climb or steady climb
 - Can't have a wish or hope, there has to be a plan
 - 9. Be a learn it all
 - 10. Be a meticulous note taker
 - 11. Big eyes, big ears, small mouth
 - 12. Never pass up a basketball opportunity
 - 13. Be there before you get there
 - 14. Know when to stop the presses
 - 15. Make a commitment to thinking
- To be the Best:
 - 1. Have improvement stamina: get better every, process
 - 2. Development Discipline: working on the right things even when it's hard
 - 3. Greatness Grind: Concept of EVERY (day, rep, week, month, minute, etc.)
- Success is smart and hard. Going to give you a test sometime without telling you to study
 - Players have to get past mad, sad and hard
 - Focus, enthusiasm, energy, effort
- 3 words every coach says: "shit ain't working" – how are you going to make it work?

Shaka Smart: Havoc Culture

- Books:
 - Know yourself as a coach by Kuiper
 - Help the Helper
 - Mindset
 - Learn about Cal Rugby coach, Jack Clark
- Patriots: We don't become you. You become Us.
- Teach our players constantly "what we do" → through positive reinforcement if at all possible
 - To the smallest detail possible
- Provide Answers to the Test.
 - "VCU Freshman Orientation" – 2x a week in the summer. Players meet with player, police, coach, or someone that helps teach them "what we do"
- Every day we: _____.
 - Up to coach. Players learn it and should know it.
 - VCU is **transition(s)**. Going from one thing to the next in every aspect of life and program. Weight room, practice, waking up. How fast can you wake up and brush your teeth?
- Core Values
 - Appreciation: we see every opportunity as a gift
 - Enthusiasm: we are passionate and excited about the process of success
 - Competiveness: We aggressively pursue greatness

- Teamship: we fully commit to align ourselves with the team
- Accountability: we are responsible for our team and ourselves
 - Coach-Player accountability
 - Player holding themselves accountable
 - Player-Player accountability
- Constantly need to expose hypocrisy (from anyone) to help players understand what it takes to be great/ a champion
- What gets measured, gets done
- Reasons VCU presses:
 - Shaka loves pressing style of play
 - Turnovers
 - Force quick, bad shots
 - Create offensive opportunities for ourselves
 - Force tempo
 - Disrupt other team's flow
 - Make opposing players play in a way they are not accustomed to
 - Difficult style to prepare for
 - Use style of play to cause fatigue
 - We want to be the better team under fatigue. Who is going to get tired first? Who is going to recover faster?
 - Make depth a factor (play players 6-11)
 - Who has a better 6-11? Most teams don't go that deep
 - Exciting style for fans
 - Exciting to recruit (players like to play it)
 - It is an identity, it is a brand (also helps in recruiting, people know who they are)
 - *Best style to play if you don't have any great players
- Emphasis
 - Energy: cannot play this way with low energy; have to expect it
 - It is a habit, do it every day in every facet of program (practice, weights, etc.)
 - Fouling negates hustle- Pitino
 - No matter the depth, energy level will be up and down
 - Communication: talking makes you quicker
 - Transitions: quickly moving from one thing to the next. Deflections and back taps
 - First to the floor
 - Ball pressure (cannot get blown by)
 - Stunting – foot and hand fake
 - Outnumbered situations: Going to be a lot of “fix it” situations
 - Defending multiple positions

Lawrence Frank: NBA Offense

- Under pressure you do not rise to the occasion. You sink to the level of your training; that is why we train so hard- Navy Seal
- Relationship building > network.
- Offense Musts:
 - We play attack basketball (own pain, relentless in attack)
 - Play with pace at a high energy level
 - Move the ball unselfishly and make quick decisions
 - Value the basketball
 - Execution: be committed to making the plan work
- Shot Selection
 - Lay-ups, deep catches
 - Corner 3's
 - Non Corner 3's
 - Outside the paint 2 point shot
 - "Shoot your shot"
- Offensive Philosophy: write it down
 - Components
 - Quick Strike
 - Flow
 - Speed game
 - Specific Sets
 - End of offense Mentality
- Flow Principles:
 - Any time 4 catches above the FT line= big above
 - Options on the catch
 - Shoot
 - Reversal (follow, dribble hand off, screen away, cut to open post, high low)
 - No REASON TO PASS AND STAND

Overtime with Shaka, Raveling, L. Frank and Eastman

Best qualities of Head coach

- Listener- take complex and then make it simple
- Help players play with a clear head
- Always trying to get better
- Get someone to do something they never thought was possible

Dealing with Problem Players

- Do not always confront in front of group
- Recognize small rocks from big rocks
- Tell them why it is important for them
- Know your players, have to know your team: know each specific player
 - o Mini captains: players that can reach specific player with your message

Why Doc is successful:

- Relationship Building: open ears, heart and mind
- Ability to read team: where is gas tank at on team
- Roster composition: knows how many idiots he can have on a team, super stars, etc
- Sound system of play
- Keeps players engaged
 - o Motivation (short term)
 - o Inspiration (long term)
- Don't settle

Preseason Retreat:

- After action review (AAR) for offense and defense
- Strengths and weaknesses of each staff member
- Top 8 players in comparison to division, conference, best in league
- Communication with each other (staff: coach to coach)
- Brainstorm for crisis: what if board + solutions
- Exercise: list of players and coaches on board. Who does each one go to if they have a problem. Fill out individually first, then write on board as group. Not about ego; is about making sure everyone has someone

Kevin Eastman: Bullet points for Basketball:

- Concept of money in coaching:
 - o The money will find you if you're good
 - Younger coaches: not about how much, but who (will you learn, are they loyal, will they be fired)
- Networking vs. relationship building
 - Not going to recommend someone he hasn't seen live
 - Presents someone, does not sell them
- Players who always have to be right/challenge your beliefs all the time
 - o "It's not about you being right, it's about us getting it right"
- Development Steps:
 - o Skillset: what skills do you need or have
 - o Mindset: daily and weekly
 - o Reset: self-evaluation (lots of men in the world, cannot on yourself)
- Jim Rohn: learn about him; thought leader
 - o Success is a few simple disciplines practiced and exercised every day, failure is a few simple disciplines not practiced every day
- Earn your leadership every day. When times are tough leadership is about visibility, not invisibility
- In career you will have:
 - o Setbacks to navigate
 - o Obstacles and hurdles
 - o Failures to rebound from

} cannot be discouraged
- In career you will be:
 - o Challenged from outside and inside
 - o Criticized from outside and inside (have ears and listen from they are trying to teach)
 - o Criticized by fans
- Is your philosophy strong enough to withstand failure, public criticism, questioning from your boss
- Roles: what are we asking you to do. Players view role = suck. "My role is something the coach wants me to do that I don't want to do."
 - o Value of Role on team
 - Be an all star at your role.
 - It's so important that we have no one else that can do it. We need you to do it so we can win a championship
 - It's not the role you have but the value you bring to it
- Body Language: your body language is the only window we have to see into what you are thinking. We is coaches, staff, TEAMMATES

- Ask players: how come you get mad when you miss a shot and then have no reaction when getting scored on defensively?
- Doc First statement: Our reputation is at stake. Do you want to be a contender or a show man? (lob city mantra needed to change; rebounding municipality/defense town)
- The best teams see the game the way the coach sees the game
 - o PG or whoever has the ball most needs to be on same page as Head Coach
- Leadership: battle of mind space and heart space. Best way to the mind is through the heart
- Musts of Coaching:
 - o Put out fires (no longer have problems; opportunities or challenges)
 - o Put gas in the player's tanks (players are like cars, coaches are owners of gas station)
 - o Refocus their lens
- Doc-isms:
 - o winning teams are clutter free
 - Mind is cluttered, floor is cluttered, defense is cluttered for example
 - o "Guys, we will not win until you drop the wall and let me in."
 - o Do things for each other, not to each other
 - o Emphasis is not enough, enforcement has to occur
 - o He who angers you, owns you
 - o Champions get punched too
 - o If players only feel you are winning game for yourself, it will not work
- KYP: Rasheed Wallace: best teammate. Would help get guys out of the doghouse. Got a lot of technical fouls.
 - o Rule: no technical fouls in the 4th quarter, period.
- Can your system break rhythm of the other team
 - o Timeouts, switch defenses, ball screen defense, etc.
- Immature players: deal with them or be eternally mad at them.
 - o Question: can you work with talented players? They're not easy to coach normally
- Confidence is contagious, so is lack of confidence
- Your weaknesses will be exposed again top 8 teams
- Each new season, it's about the players you have, not the ones you lost
 - o Maintain love and relationship with the ones you still have. Continue growing and strengthen them
- Never Compromise your culture, confront it immediately
 - o Silence condones
- Evaluate: How many tell the truth guys do you have on your team?
 - o Best Captains: discipline their best friend
- Assistant Coaches:
 - o Evaluation: 90% of job; make suggestions
 - o Emotion: 10% of job; stay seated; don't get HC pissed off
- Drills you do should show up in games
- Many players want to win, on their terms though. Can't win with those guys
 - o Concerned about touches, shots, etc.

- Network is a number (how many people you know). Relationship building: who knows you and what they know you are capable of or if they can trust you
- How Doc got Clippers through Sterling Situation
 - Start before they start (set table before season started). Relationships
 - Didn't sell players. Told them value of x, y, z.
 - "Truth will only be heard if a relationship has been built"
 - 4 Important Relationships of team
 - Players like, trust and respect other players
 - Players like, trust and respect the coaches
 - Coaches like, trust and respect the players
 - Coaches like, trust and respect other coaches
 - 4 Doc Beliefs During 72 hours of Sterling Situation
 - Every decision he made was right versus wrong
 - Care and Concern for others
 - Not about championships anymore, about getting people right
 - Total Honesty
 - The truth never allowed questioning. Stands test of time and inquiry
 - Do your Job
 - Play the game, coach game, etc.
- Buy-In versus Give In:
 - To win, all players have to be bought in. How long can you keep give in guys around
- The power of words:
 - Connectivity: words not spoken, words are chosen
 - 1st Statement of first meeting as VP of Basketball Ops:
 - "My title does not mean I know everything, however in this room there are all the answers. I can't do it alone.
 - No more "turfs": your turf, mine turf, his turf, her turf
 - Shoulders turned (my turf) vs. 2 shoulders (ours)
 - 1 turf! Not yours or mine, it's OURS
- New school, old school. One school
 - Change: have to make it work, while seeing if it works. Don't give up while going through it
- Trust
 - Time, Consistency, Proof
 - How come no one wants to know our secrets? Everyone wants to know Spurs secrets after this season
- Truth
 - Live it, tell it, take it (criticism)
- Improvement:
 - C: Communication
 - Keep people in the loop
 - Never put someone in a position to look dumb
 - Talk to people, don't talk down

- Beware of whisperers
 - E: Environment
 - Organization
 - Thinking and Sharing:
 - Share talent, don't suppress it
 - Personal Development:
 - Fear vs. Danger
 - Danger is real
 - Fear is a choice
 - If you have fear of the consequence failure, put equal consequence on having never tried
 - I don't want to push you down to build me up

Lawrence Frank NBA Defense

- Defensive Musts:
 - Sprint back: get defense set
 - Shrink Floor: protect the paint
 - Closeout Hard and Contest
 - Play Aggressive defense without needless fouls
 - Block Out, Gang Rebound
- Force 1 contested 2 point shot
 - E: Early – allows teammate to anticipate next action
 - L: Loud- 3 times, 1 word
 - C: Continuous- talking is intimidating
- Try to stick to 2 main ways you guard BS. Keep it simple and clear
 - Feet of the big defending screener should be at same angle as screener (hedge and get through)
 - *“If you don't show hard and give yourself up for the good of the team you are setting a double screen”*
 - Term: Nail instead of just saying help
 - Always should be a triangle of help side defenders on the weakside when guarding BS with 2 on the basketball
 - **Even in walk throughs talk can be 100%**
 - Talk every action
 - When in weakside and there is another action have guy not involved “muck it up”
- Guarding Catch and Shoot action
 - Create a wall around the screen the shooter is coming off of
 - Force guy coming off 1 way
 - “Feel my man, see the ball”
 - Defender of guy coming off screen: head as low as screeners hip

- Rotations: organized and rehearsed (Want these)
- Scrambles: chaos (try to avoid)
- Jet Screen=High PNR:
 - Have to make contact on initial screen
 - Screener defender: inside hand down to take away pocket pass to rolling big
 - Taking away: Strong side corner, shrinking floor, stunting, step up on shooters

Billy Donovan: BS Continuity offense

- Side Note: One of best teachers in the game. Had D3 players running offense within 20 minutes of clinic. Was clear and direct communicator. When watching video, watch his body language and listen for sound bites
- “You’re only as good as the coaches you’re around”
- How do you want to play after the ball has been slowed?
 - UF: spontaneity, let players play (hard to scout and allows freedom)
 - Have to teach players how to play
- Rules:
 - 5: rim run
 - 4: takes ball out and trail
 - 3: left side
 - 2: right side
 - 1: get ball across as quick as possible. Pass go opposite
 - 4 Second Rule: ball has to get across half court line in 4 seconds after made shot in practice
- Double Side: guy in corner, guy on wing (on sideline)
 - Offense starts on reversal
 - 4 man options when receiving pass from wing after passing to opposite wing
 - Follow to BS
 - Dive to weakside
 - Space back to weakside wing (if a stretch 4)
 - BS angle when coming out of post: back screen angle
 - Single side 4 man options:
 - Slip (when defender is above him)
 - Shallow cut (set up BS angle then cut to short corner)
- Any time duck in guy is still in post, do not wait for him to get free, pass to corner then cut through, then big will set screen (timing and keep ball moving)
- If get to a triple side (2 forwards on 1 side)
 - Forward dribbles at top man, he cuts back door and out, then forward passes and goes into BS, other forward follows behind into BS
 - First forward slips, second sets screen
- Any time single side coming off a BS can be a step up, forward pops behind
- When facing blitz: set and action before the BS. Create space for screener.
- When facing switches: twist action or horns (switching 1-4)

- Roll Replace (switching 1-5)