

# Coaching U Notes – July 21 & 22, 2013

Tyler Patch

**Gannon Baker**

## **“Bringing High Intensity and High Engagement to Your Skill Development Program”**

- I want to create “living trophies”
- What you respect moves into your life; what you disrespect moves out of your life
- Teach in sound-bites
- You need swag as a coach and player
  - S – Skill
  - W – Work Ethic
  - A – Aptitude for learning
  - G – Game
- Do you know your player’s strengths and weaknesses?
- A silent gym is a losing gym
- Do what you do
- Cannot be selfish – positive touching (high-fives)
- 3-to-1 workout to game ratio
- You want to get the ball in the “Kill Box” (the key)
- Five reasons to get the ball in the “Kill Box”:
  - Fouls
  - Kick-outs (2 play 1)
  - Cuts
  - Higher field goal percentage
  - Better offensive rebounding opportunities
- There are four decisions an offensive player can make when cut off by their defender:
  - Jumper
  - Step back
  - Step back and attack
  - Pass
- Do not take the “fancy” out of your player’s games
  - If they can do it – let them!
  - If they cannot do it – Say you’re not good enough to do that yet (gives them the motivation to get better at the skill instead of putting them in a box)
- Don’t spin outside the three point line
- Teach your players a move and a counter
- The ball handler wants to get their defender below the ball screen
- Positive talk is important
  - For example, instead of saying “weak-hand” say “other hand”
- The best place to post up is the midline (halfway between the key)

- Post up higher – more options (if you post up on the block – you cannot spin baseline)
  - Two H's for posting up – hard and high
- If the player is athletic they want to be confrontational in the post
- If the player is not athletic they want to be separation in the post
- Three P's of rebounding
  - Passion
  - Position
  - Pursue
- It is not what you do – it is what you emphasize
- Four ways to create space with the ball
  - Step back
  - Jump stop
  - Hitch (shot fake after jump stop)
  - Drag-back crossover
- If you want to be a leader, you cannot worry about winning the popularity contest
- Keys when attacking versus a straight stance:
  - Ball protection
  - Jab and change their stance
- Slow to quick movements
- Ways to come off screens:
  - Curl
  - Post up
  - Stop cut
  - Pop
  - Fade
  - Switch cut
- Pat Riley texted players during playoffs “BIW” which stood for “Best in the World”

**Kevin Eastman**

## **“An Inside Look at an NBA Defensive System”**

- Take this information and make it your own
- YouTube – “KG on the beach”
- Go until... (mindset for workouts)
- Kobe says, “I do not workout. Everyone works out now. I go until I blackout.”
- Seek wisdom from those that came before you
- There are know-it-alls and learn-it-alls – what are you?
- Success leaves footprints
- We must have knowledge of the old school, antennas up for the new school, and the ability to blend them together
- Are you prepared for the what-ifs? The best coaches have the answers before the players ask them
- Your advantage comes from your growth
- The separation is in the unrequired work
- Always stand in practice where you do in the games (he stands in practice where he sits on the bench in games)
- Two keys for advancing coaches
  - Networking
  - Relationships
- You must have passion but your knowledge and skills must catch up
- It’s amazing what you can do by reading
  - He reads two hours a day at Starbucks every morning
- Opportunity is everywhere but you are not
- Show up, shut up, keep up
- Great term: “He scores off of his activity level”
- Repetitions create your reputation
- Honor your stars but do not give them authority (Miami Heat are good of this)
- We can identify coaches by:
  - Plays
  - Style of play
  - Vocabulary that they use
- His wife told him: The best messages I have received throughout my life were heart felt and/or meant something to the head coach and I
- Assistant coaches need to focus on giving solutions instead of saying what is wrong
- Coach K: Took highlights of Olympics players, split screen with past Olympic champions, and played the Star Spangled Banner in the background (every player was ready to run through a wall following the video – he needed to motivate the players somehow and knew even he could not do it alone)
- Five fools gold of defense
  - 1) Back but not set (set = in stance and see the ball)
  - 2) 1 back = dunk
  - 3) 2 back = layup
  - 4) 3 back = 2 contested

- 5) 4 back = game on
- 11 tenants of transition defense
  - 1) Start transition defense on the rise of the shot
  - 2) The first three steps are most important
  - 3) Get below the ball as fast as possible
  - 4) No buddy running
  - 5) Get to shrink spots (help spots) as fast as possible
  - 6) Make them throw 2 passes at least
  - 7) Not guarding a man – we are guarding their team
  - 8) We need communication – talk and point
  - 9) Take away early strike
  - 10) Find and cover shooters
  - 11) Must have a transition mindset
- Two keys to transition defense:
  - 1) Great decisions by smalls
  - 2) Great effort by bigs
- Five player actions you must stop:
  - 1) Complaining
  - 2) Missed shots
  - 3) Celebrating – “Celebrate the win, not the shot.”
  - 4) Instincts
  - 5) Gambles
- Perfect possession:
  - 1) No penetration (Keep the lane clean)
  - 2) No shots off
  - 3) Make them throw three passes
- 7 must-haves of man-to-man defense:
  - 1) Communication
  - 2) Teams with no trust foul
    - Trust is never having to turn around (on defense)
  - 3) Positioning, awareness, and alertness
  - 4) Multiple efforts (offense is multiple actions)
  - 5) Must have resolve
  - 6) Communication system
    - ELC – Early, loud, continuous
    - Talk in threes – “Ball, ball, ball”
    - Use one syllable words
  - 7) Must have an adjustment before it happens system
- This is our adjustment system:
  - 1) Do it harder
  - 2) Do it better
  - 3) Substitute players
  - 4) Change coverage
- 7 reasons to communicate on defense:
  - 1) Intimidation
  - 2) Gets them a head start

- 3) Knowledge = quickness
  - 4) Gives the man-on-the-ball more confidence
  - 5) Wakes up disengaged defenders
  - 6) Fix mistakes before it happens
  - 7) Communication energizes your team
- Winning on the road:
  - 1) Defense
  - 2) Transition baskets
  - 3) Must rebound
  - 4) Defense resolve
  - 5) No turnovers
- Any defense can be played if...
  - Player commitment
  - Great habits
  - Focus
  - Competitive motor
- Game –changing stats
  - 50/50 balls – want 75% of them
  - First to the floor game
  - Take charges game (1 per quarter)
    - There need to be paint consequences
  - Deflections (6 per quarter)
- If you live in rotations, you are not a good defensive team
- Games are won on the strong-side, championships are won on the weak-side (ball reversals and weak-side defense)
- If I were blind, what would I hear at practice?
- Know your no's:
  - No middle
  - No layups
  - No uncontested shots
  - No ball watching
  - No buddy running
- Mismatches do not beat you, open shots beat you
- Anytime player hits the paint, we hit the body
- Fouling negates hustle
- Sprint to help, sprint to rotations
- Crowd their shooters, cushion their drivers
- Told Rajon Rondo to let his instincts take over in the pick-and-roll (do not have your mind made up)
- Be there before you get there (game preparation)
- If your players want to scrimmage instead of workout ask them, “Would you rather shoot 28 shots or 400 shots in two hours?”

**Kevin Hart**

**“Leadership and Communication in Complex Situations”**

- Balanced ego – you do your job because you want the respect of others
- High-energy drive – I am going to keep going
- Drive to get things done – go 100% and always make it through
- Loyalty and integrity – you are willing to do it for the team
- Play in the present
  - Move forward
  - Get over it
- You have to like your team (not love)
- You have to respect your team
  - Know their capabilities and what their capabilities are not
- Communication – calm, clear, and concise (listen to the voice of the driver of the helicopter that crashed in the Osama Bin Laden mission)
- Believes naming captains is a horrible decision
  - College and high school students have no idea what that means
- When was the last time the game ball went to the player that set the pick?
- “If not me then who?”
- These traits kill teams:
  - Inattention to results
  - Avoidance of accountability
  - Fears of conflict
    - Conflict is good
    - Do not be afraid
    - Need to be able to hash everything out
  - No trust
- Breaching a room:
  - Only care about my responsibility
  - Keep my eyes straight ahead
  - Need to be prepared for everything and be prepared for change
- Instinctive shooting:
  - Always on your target
  - Eyes on your mission
  - That split second could be the difference
- Know everyone’s job, not just your job
- Sometimes you cannot bring people back if they have broken your trust
- Not everyone is going to be on the front line
- You practice like you play

**Doug Collins**  
**“Coaching Musts: From 4 Decades in the Game”**

- Basketball is the best game in the world because you work incredibly hard as an individual to put your team in the best position to win (great predicament)
- Trust is at the base of my pyramid of success
  - Truth without trust is anarchy
- Three things you cannot fool – dogs, kids, and basketball players
- Voices and choices in recruiting decide where a player ends up
- Text your players (Elton Brand story – he started to expect texts from Collins after games)
  - Be positive
- HALT – most vulnerable anyone will be
  - H - Hungry
  - A - Angry
  - L - Lonely
  - T – Tired
- Hardest thing to do is to get five players that love the game as much as you
- Who do we focus on during practice?
  - Good players or bad players?
  - We need to retrain ourselves
- We all get seduced by talent
  - Talent is not always enough
- No greater competition than the people on the bench that want your minutes
- When going to a new program I focused on what we could control
  - 1) I wanted to be the best conditioned team in the NBA
  - 2) I wanted to be the most well prepared
  - 3) I wanted to always reward competitors
- Goals every year:
  - 1) Get the right people on the bus
  - 2) Get the people sitting in the right spot
  - 3) Get the wrong people off the bus
- Competition everyday
  - Playing time is earned, not given
- As a coach, your rewards are not today
- Everybody has a comfort zone
  - If you are going to change a team, you need to change their comfort zone
- Do not ever be late
- Do not have a rule you would not enforce with your best player
- Do not look for problems
- Do not watch TV, listen to radio, or read the newspaper (stay away from negativity)
- Tape is damning
- Good tape and troubled tape
  - Troubled tape first
  - Good tape second
- Never as good or bad as you thought
- Role players:

- Believe in your role
  - Stay in your role
  - Be a star in your role
- Advice to his son (Chris Collins) when he took the Northwestern job:
  - He told him he would get his ass kicked then gave him an index cards with names on it with coaches that failed before they succeeded
  - Names included: Pat Riley, Larry Brown, and Doc Rivers
- Story on Coach K:
  - Coach K thought he was put in a box as a player
  - Therefore, he said he would never put his offense in a box
- College basketball allows for more relationships
- Team building – whose lives can you change?
- The kids are counting on you
- The value of being on a team is immeasurable
- Use defense for competitive drills
- Always end your practice on a positive note
- Have players give reports on each other that they have to present to the team
  - The better you know someone, the better you will play with them
- Sometimes you have to lose to win
- Points in the paint is one of the most important statistics
- We wanted to give up 1 point per shot to star players
- The statistics that he rates teams on:
  - Point differential (best team)
  - Road record
  - FG% differential
  - Do you have a player respected by the referees that can get calls on the road?
- Never watch a game at home (you will end up scouting the game)
- What makes a good leader?
  - I did not want it to be about me
- Three things you want in your team:
  - Faith
  - Hope
  - Life

**Kevin Eastman**  
**“Constructing a Great Team”**

- There are lessons to be taught from everything



- “The easiest time to lead is game day. True leaders understand there are tons of venues for leadership.”
- We should never put a ceiling on growth
- Your best player cannot be a jerk
  - Your jerk must be your third or fourth best player
  - Why keep a jerk at the bottom of your bench?
- “The last four spots on your bench must see the game the way your head coach sees the game.” –Tom Thibodeau
- Players 1-2: Great message senders
- Players 3-5: Follow the great players lead (jerk in here)
- Players 6-8: Play a role
- Players 9-12: Great attitudes
  - 1) How can you send a message to “the jerk”?
    - Tell them: “If the mental ever met the physical you have a chance to be special”
  - 2) Jerks are know-it-alls
  - 3) Jerks try to do something to someone instead of for someone
  - 4) You have to be careful with the jerks
- A message is a message if it is received and acted upon.
- TEAM – The I is in the A-Hole
- Your best player:
  - 1) Great relationship
  - 2) Get into their head
    - Go through their heart
    - Mindset and heart space
  - 3) Trust
    - Takes time, consistency, and proof
- The whole team has to live in the truth
  - They must live it, tell it, and receive it
- Tell your players – the hat you wore as a freshmen must fit as a senior
- Kevin Garnett is a “culture changer”
  - KG would only interview with Paul Pierce and Ray Allen when he was traded to the Boston Celtics
- Traits to remember for your team:
  - Head Coach
    - 1) Emphasize and enforce
      - We cannot complain about what we tolerate
    - 2) Preparation
      - Preparation trumps pressure
  - Assistant coaches
    - 90% evaluation/10% emotion
    - See the game; do not watch the game
    - Growth and development > title and position
    - Have an impact on winning
  - Bench
    - Do not want you to be ready, we want you to be prepared

- Education on the bench
- Engaged, not entertained
- None of us is as strong as all of us
- The jersey does not define the team; it is who is inside the jersey who defines the team
- Cannot ease into the game, you need to come in with emotion, energy, and execution
- Roles
  - Clearly defined (coach's responsibility)
  - Patriots: Do your job, completely.
  - Docism: "Great players have to be great, role players have to execute."
  - How do you frame role? Players think that means they suck.
  - Ray Allen: "If we all execute our role, we put tremendous pressure on the opponent."
  - Be a superstar in your role
  - Do what you do and do not be afraid not to do what you cannot
- Chemistry and roster balance will trump talent
- Teamwork is not a preference, it is a requirement
- Our opponent cannot be in our own locker room
- Who are your mini-captains?
  - Mini-captains are captains of individual players
- Champions are willing players
- Players that questions playing time must question practice time and preparation time
- "Team is sacrifice." –LeBron James

**Mike Rhoades and Gordon Chiesa**

**"DNA of a Final Four Program: VCU and DNA of a Winning NBA Organization: Utah Jazz"**

**Gordon Chiesa:**

- Get better everyday through execution and fundamentals

- What team are you?
  - Instinctive or system
- Sacrifice
  - Only the team truly knows the how and the who
- There needs to be hurt feelings
- Some players have “invisible earmuffs”
- Your voice is choice
  - Check your head before you speak

### **Mike Rhoades**

- We want to win but just not on the court – in a lot of different ways
- The impression we can make on a player’s life is why I coach
- We want to be as competitive and hard-working as we can
- Players need identities

### **Gordon Chiesa**

- Great coaches have a blend of intelligence, intensity, street smarts, and technical skills
- Master these:
  - Ability to break it down without over talking
  - Organization skills
  - Communication skills – the ability to talk with, not at people
  - Motivational skills
    - How you raise your voice
    - Pause
    - How you lower your voice
  - Game Crisis Skills
    - The last three minutes
    - Need high-performance in crunch time
    - Coach like cool head Luke, not hot head Harry
- Great teams play together with poise
- Great teachers are wired in on player-development

### **Mike Rhoades**

- Shaka Smart’s #1 strength is how much time he spends with our players
- Our doors are always open – not allowed to be closed
- The players are our #1 focus
  - Go out to eat with them
  - Will Wade plays video games with them
- We care about all of our players but in this order:
  - Players
  - Future players
  - Alumni
- Once you accept your role, your role can expand

- I never ream players out in the office because I do not want them to hate “the office”

### **Gordon Chisea**

- What made Jerry Sloan successful?
  - Discipline of play
- Winning teams always have more listeners than talkers
- Winning player go after loose balls full-speed
- Teach players to play the game in real-time, not too far ahead or backwards

### **Mike Rhoades**

- Brand: Havoc
- Shaka is very visual (shows a lot of pictures to the team)
- We want to play fast so it becomes comfortable for us but uncomfortable for everyone else

### **Gordon Chisea**

- What separates the great coaches is that they get their players to play hard all the time
- Be intense but not crazy
- Three keys to winning on the road
  - Limit live turnovers
  - Develop a consistent third scorer
  - Bench points
- Winning basketball is assertive and poised
- Who is your comeback team?

### **Mike Rhoades**

- Give your player’s a plan
- Have ideas for your player’s individual development
  - He keeps 25 laminated index cards for workouts
  - They keep personal records and record holders of drills (competition)

### **Gordon Chisea**

- We do not shoot angry in games; we shoot with our heads on straight
- Road record defines the team’s state of toughness
- Organized off-balance (Tony Parker)
- Bigs win the respect of guards when they are in the right pick-and-roll coverage
- Expect the unexpected in practice
- Savvy coaches get good but unconfident shooters to shoot

### **Mike Rhoades**

- Keys to Interviews
  - Always working on your mission statement
    - Write everything out and constantly tweak it

- Mock interview
- Expect the unexpected
- Constantly repeat four or five words in the interview that define you
- After the interview, ask the interviewers, “Is there anything that you want to know about my answers that I clear up?”
- Email the interviewers a notebook

**Doug Collins**  
**“A Total Offensive Package”**

- Pyramid
  - Trust

- Speaking the truth
- Commitment
- Accountability (best teammate to teammate)
- Results
- Communication is a talent
- Love favors the prepared man

### **Offense**

- Define what a “good shot” is
  - Not contested
  - Expected by your teammates
  - Time and score
  - Offensive rebound
  - Defend against a miss
- Coaching language
  - Figure out your terminology as a staff
- Your notoriety will come from your team’s ability to execute under pressure
- Fit your offense to your personal
- You will not beat the defense on the strong-side of the floor
- 15-18 foot spacing
- Floor balance
- San Antonio practices with a 12-second shot clock
- Teach them what you believe in
- Never teach only one-side of the ball
  - It is a basketball drill – not a defensive drill
- Three names: Last name, first name, the name that you make for yourself

### **Mike Rhoades**

#### **VCU “HAVOC” Press: From Teaching Points to Drills**

- HAVOC brings morale
- Style of play demands that we play every game

- Style of play creates live-ball turnovers – we do not have to be perfect on offense every night to win
- It allows our shooters to get open shots
- Our program is always in transition
- **Why HAVOC?**
  - Fun
  - Creates offense
  - Makes the opponent uncomfortable
  - Play lots of players
  - We put as much pride in our defense as we do into our offense
- **Fist**
  - Full-court man-to-man pressure
    - 47 10-second calls from their overall pressure last year
  - No traps
  - Player on the ball is the “madman”
    - We want the in-bounder to smell your breath
    - We want the referee to tell him to backup five times per game
  - Off-the-ball
    - Hip hug
    - Get to your one-third (one-third between the ball and your man)
    - Arrive on-the-catch
    - Stunt – hand and foot fake
      - Put doubt in their minds that you might attack the ball
      - Continuous stunting
      - Stab – stepping on a sword
  - On-the-ball
    - Cannot be beat sideline
    - No comfort dribbles
    - Make their first dribble be in their pocket
    - Hand on the ball
    - Mirror the ball
    - Be able to touch his heart
  - Communication
    - Ratchets up ball pressure
    - Everyone loves a 1-on-1 fight if your boys are behind you
- Shaka Smart: “We want to be the most enthusiastic team in the country (any sport).”
- **DNA of VCU**
  - 1) Relationships
    - Spend a ton of time with their players (incredible impact)
  - 2) Competitiveness
    - Keep score of everything
    - Tire (if a player is not competing they keep a pink shirt and tire beside the court ready for them)
  - 3) Demand and Praise a Hard Work Ethic

- They tell their players, “If you have to compete like your teammates or you have to leave”
- **Double Fist**
  - Full-court man-to-man pressure with traps
  - Keep out of the middle
  - Trap on the turn
  - If you are not sure if you should trap – go!
  - Trap
    - Hands up
    - Toe to toe
    - Foul with your lower body (creates travels)
    - Be elastic (fake and comeback)
    - Step thru should be a charge
  - Players off-the-ball during a trap
    - There should be two trappers, two interceptors, and one rim protector
    - No man (not guarding a man)
    - Open up to the ball
    - Read shoulders and eyes
    - Run thru the pass
  - Steals
    - Unless you have a straight line drive, pass it ahead automatically after the steal
  - Players have to get out of the traps when the ball is passed out of the trap
  - Beat on a rip thru means the press is off
  - Clearouts
    - Turn them
    - Never run at someone who has their eyes and shoulders at you
    - Force the action
    - Do not trap until the ball is above the key
  - Backtaps – great about the press
    - Run through backtap
    - Backtappers – We want them to notice, hear, and feel you