

I. Kobe Quote

Sometimes an artist doesn't need to be told what to paint.... He just needs to be taught how to hold the brush. - Kobe Bryant

- Basically the goal is to get them to be able to do the "painting" in game.

II. What Player Development is all about?

1. Culture of Development
2. Development Philosophy
3. Tracking, Charting & Reporting
4. Track Record of Success

III. 3 Elements of a Culture of Development

- Expectations
- Accountability
- Sustainability

KEY - There are goals and there are standards.... What needs to be done(the standard) to reach the goal?

IV. The Four Stages of Habit Building

1. Unconsciously Unskilled - We don't know what we don't know
 2. Consciously Unskilled - We know we must improve
 3. Consciously Working - We are improving
 4. Unconsciously Skilled - We don't think we are simply reacting
- Talked about their Freshmen at Memphis.... Trying to get them to realize what they don't know. The goal in the end is to create the unconsciously skilled athlete.

V. Player Development Philosophy

We must focus on the individual and the team. We must work towards expanding a player's game beyond their current role while balancing that with improving our chemistry in small sided situations and within our team concepts as a whole.

These points of emphasis can create a true culture of development.

Skills vs Concepts

- Skills - Passing, Shooting, Dribbling, etc.
- Concepts - How it all blends together (including decision making)
- Layer Skills with Concepts

Roles vs Growth

- "Making Deposits" during practices so that you can cash those in during games.

- Extra Shots, Game Like Reps, etc.

Decision Making

- Applying the Skills to the Game or Team Concepts

Build Skills - Finishing School

Bones Over Cones

- Guided Defense finishing video...Working on Euro & Same Foot Finishes
- Defender on side, Defender at the basket....force them to creatively finish
- ***Anytime you can put hands on your guys, you should***....Finishing over defense will always be better than going around the cones.

VI. How do we Build it?

- Have a Plan
- Earn their Trust
- Don't kill their Sweat
- Layer Your Drills (Not just one skill at a time)
- Maximize their time..... Teach in BULLET POINTS!
- Team them to play the game intuitively
- Let them Compete..... Get Bodies on Bodies

Focus

- Know your Audience
- Individual vs Group
- Position Specific vs Combo Work
- Mix it Up

Combo Work.... get your guys to the work with each other rather the coaches doing all the passing (for example).

Program Ownership

- Must reflect core values
- One Band..... One Sound
- 1. Shot Selection Priorities
- 2. Offensive Actions
- 3. Player Roles
- 4. Team Goals

Good Example of the Houston Rockets..... If you're doing player development for them then you are not working on mid range shots. That is not in their culture and does not "follow the band".

VII. In Season vs Off Season

In Season

- Live Your Role
- Love Your Role

- Master Your Role - In season this is very important!
- Our Success = Your Success - Players need to understand this.

Off Season

- Expand Your Role -vs Mastering Your Role in Season
- Collaborate to Accelerate
- Own Your Game

VIII. Levels to This

“Brush Your Teeth” Analogy - Everyone wants white teeth but nobody gets excited about brushing them. But to have white teeth you need to brush them....

- Don't get Bored with the Basics!
- Everyone Wants White Teeth, but it take what it takes.

“Water Your Plants Analogy” - In order for them to grow they must be watered. There are things that need to be done to build a base and then things that expand their skill set.

- They have to be watered
- Don't over Water Them though

Sharpen Your Sword - you need to be prepared “for battle”. These are decision based, have contact and are read focused.

Workout Variations

Part 1 - Brush Your Teeth

- 30 Minutes on the clock
- Routine Based
- Calibration

Part II - Water Your Plants

- Reps on Reps
- Mind Your Load
- Typically Post Practice

Part III - Sharpen Your Sword

- Full Contact
- Decision Based
- Skill & Read Focused

IX. Multiple Action Teaching

Layer Your Drills - Where they are working on multiple skills

- Maximize Their Time
- Break their Rhythm
- Prevent Boredom
- “Add to the Bag” - They are attempting to give you more tools to use in games.

Showed a Layering Drill - Where a player makes a P&R Pass vs Drop Coverage, then get a P & R Shot, then a Closeout Read.

X. Load Management

Use available Technology to aid in injury prevention and game performance maximization by individually tailoring player development.

Time on Feet, Accelerations, Declarations, and High Intensity Actions. Use drills that maximize development but are mindful of player health.

Chronic Load, Mechanical Load and Mental Load.

Monitor it, Plan it, and Map it Out.

XI. Video to the Floor

Have a Theme to your video Session - Be organized and have a specific theme to the film. Have a Purpose.

- Create Player Position Breakdowns
- Create Team Breakdowns

Start a Dialogue with the Player

- Collaborate on Possible Solutions to Game Problems
- This is an Art not a Science - "Get them to Hold the Brush"
- Basketball Doesn't Operate in Absolutes.