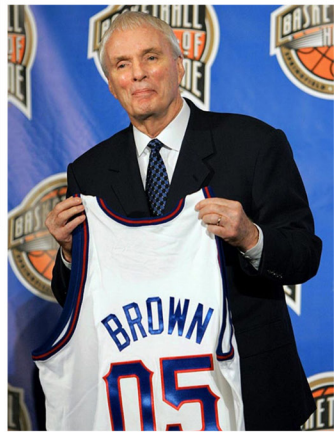


DEVELOPING A WINNING PHILOSOPHY



“The coach’s notoriety is dictated by the execution of their team under pressure”

- Hubie Brown

- 2-time NBA Coach of the Year (1978 and 2004)
- Winner of 528 pro basketball games•
- Enshrined in the Basketball Hall of Fame in 2005

1 GET HIGH PERCENTAGE SHOTS FOR YOUR TWO BEST PLAYERS.

Develop set plays that emphasize the strengths of your best scorers and put them in positions to score.

2 FIND A CLOSER FOR THE END OF GAMES.

Identify the player on your team who you can go to in crunch time. Closers need to be able to create off the dribble, beat a trap or double-team, make open shots, and make free throws under pressure. Most importantly, they need the mental strength to handle defeat and bounce back.

3 GET MORE SHOTS THAN YOUR OPPONENT.

If you get more possessions and more field goal attempts, you can shoot a lower percentage and still win.



ON OFFENSE

Crash the offensive glass. Get as many offensive rebounds as you can so you get multiple shot attempts on each possession.



ON DEFENSE

Get steals and blocks to prevent your opponent from getting shots up. When they do shoot, control the defensive glass and limit them to one shot per possession. Do not foul excessively and give them easy points from the free throw line.

4 ALWAYS CHANGE YOUR DEFENSE ON THE LAST PLAY OF THE GAME.

Show your opponent a look they are not expecting to blow up the set play they have planned.

LEADERSHIP AND MOTIVATION

“The greatest sin a coach can commit is allow kids to slide by. This goes for the classroom as well as the court.”

- Hubie Brown

1 SET THE TONE FOR YOUR TEAM WITH YOUR LOOK, ACTIONS AND WORDS.

Show a bit of ego and a lot of confidence. Command respect! Make a conscious effort to build a team that is hard-working and committed – their style should be visible when they get off the bus, in warm-ups, when they play defense and when they play offense.

2 NEVER MAKE A RULE YOU ARE NOT GOING TO ENFORCE.

Let your team make the rules – remind them that you are enforcing THEIR rule. A coach doesn't punish a player – they choose to be punished by their actions.

3 ENSURE YOUR TEAM FORMS GOOD HABITS THROUGH REPETITION, REPETITION, REPETITION.

Focus on Athletic IQ not Academic IQ. Athletic IQ is improved through repetition. Stress persistence. Never end a play with a miss in practice.

4 YOU OWE IT TO EACH PLAYER TO HELP THEM DEVELOP TWO NEW MOVES EACH YEAR.

Introduce and teach a move they can work on during their own time. Support the ongoing development of their skills so they can succeed at the next level.

5 YOU SHOULD WANT PLAYERS WHO ARE HIGH ENERGY, WHO HAVE A

HIGH ATHLETIC IQ, AND WHO GIVE 100%.

Each player is an individual and you are going to need to use motivation and hard work to get them to reach their best. Be willing to take players who have ego, pride and work capacity over those who simply have talent.

TEACHING AND COMMUNICATION

“Ten of you are going to love me. Three of you are going to hate me. All of you are going to learn to be men of character.”

- Hubie Brown

1



When teaching something new, align the players in an “L” on a baseline corner so they all can easily see.

2



Use game film with sound to hold players attention better.

3



During time outs use a whiteboard or magnetic board to give them verbal AND visual instruction. Studies show people retain 81% of what they see for the next 7-10 minutes.

4



Before practice, form a circle and tell the players what you are going to work on that day and what you expect out of them.

5



After the circle, line players up and talk about why you won or lost the previous night's game. Walk through certain plays and explain why the execution was good or was not good.

6



Be willing to ask players for their opinions.

7



Don't penalize players for mistakes. Recognize the mistake, get the player to admit the mistake, apply constructive criticism and then move on.

8



To help yourself improve, use a questionnaire at the end of each season and go one on one with it with each player. Areas to include on the questionnaire could include: practice, practice time, uniforms, travel, offense, position, offensive philosophy, defensive philosophy and more.

10 LAWS OF BASKETBALL OFFENSE

“When two good teams play each other, the team that gets the most layups wins.”

- Hubie Brown

- 01 | Push the ball up and look for three-point shooters in transition. Your opponent will fatigue and you will get more open shots as the game progresses.
- 02 | You cannot feed a player in the post from above the free throw line.
- 03 | If your man leaves you to double-team or trap, cut to the front of the rim and look for the ball. If you don't get the pass, attack the offensive glass.
- 04 | When receiving a screen, always wait for the screener to be fully set before using the screen. Add a misdirection and run shoulder to shoulder off the screen.
- 05 | Never dribble just once.
- 06 | Create angles when you start the fast break. Send your wings as wide as possible around the edges of the court. Advance the ball up the middle, with a big trailing the play.
- 07 | Against good defensive teams, lean on your transition game. Take advantage of mismatches in transition, force turnovers, get out and run.
- 08 | Always give the ball to the player who is cutting and has a high percentage shot
- 09 | Take advantage of turnovers and second shots. Converting those opportunities gives you a massive advantage.
- 10 | If you are being fronted in the post and catch a lob over your defender. You **MUST** go up strong and expect to be fouled.

8 LAWS OF BASKETBALL DEFENSE

“When was the last time you blocked a 3-point field goal attempt??”

- Hubie Brown

- 01 | The cardinal rule of playoff basketball: Can you take care of your defensive board?
- 02 | When guarding a dribbler one on one, make the ball change direction
- 03 | You cannot allow a post player to take the ball uncontested from half court. They are most likely a weak ballhandler. Cut them off at the circle and try to force a turnover.
- 04 | Think of who you're fouling and where you're fouling them! Don't give a player a higher percentage shot than the field goal they're already taking.
- 05 | On dribble penetration, you can force to the baseline, but don't allow them to turn the corner and get into the lane.
- 06 | You cannot front or deny a great player unless you also jam the passer.
- 07 | If you gamble for a steal and miss, the other team will probably get a layup. Make sure it's worth it and you have a high percentage chance to steal the ball.
- 08 | If you get switched onto a tough matchup, always force them to their weak hand.