

## 2010 Pumps Clinic

Kevin Eastman – passionate about basketball, from New Jersey

Good clinicians – Hubie Brown, Rick Pitino at a younger age

Corporate speaking – DNA of a championship organization

4 most important words – shit it aint working – about adjusting

October 7, 2033 – insurance companies say Eastman dead – do same exercise for self

First 2/3 of life – acquiring knowledge / experiences

Last 1/3 – giving back

George Karl is big on giving back as well

### Six S's of leadership and coaching

- 1) Survival – next day
- 2) Shit hitting fan – react, solid quick decisions
- 3) Success
- 4) Significance – speak
- 5) Satisfaction – sofa is an acronym, stands for sitting on fat ass – wrong thing to do
- 6) Sharing – with young coaches just breaking in

George Raveling said if you want to grow, you must develop relationships with books, magazines, newspaper – KE said he would add technology to the list – YouTube

Wants to ask Bobby Cox how he stayed in Atlanta for 25 of his 29 years

### Habits – keys to success – we all have access to habits

- 1) Command, control (completely)
- 2) Do it automatically, after shown how to
- 3) Precision of a machine, intelligence of a human being
- 4) Successful...train it properly and be firm

## Talent vs. talented

Talented people use their talent to better others – KG

People with talent use it to better themselves – bottom NBA teams have talent, but not using it

Lots of players have talent, but aren't talented

## KG

- 1) Makes teammates better
- 2) Makes team better
- 3) As a result, he's better
  - a. If so simple, why don't players do it all the time

Don't measure yourself by what you have accomplished, but what you should have accomplished by this point in your career

Jerry West – don't let talent get in way of team performance, it happens in NBA

Great players do what is outstanding for the team, not what makes them stand out

## Success checks – power of investment (in future)

- 1) Investment vs. entitlement (attitude of choice)
  - a. Goal – read 2 hours a day
    - i. How can I find time?
    - ii. How can I not!
  - b. KG – we're entitled to nothing, I've got to earn my way everyday, every year
- 2) Pain of discipline, pain of regret
  - a. 200-400 situps – 5am (health will regret it)
  - b. Don't look back in 20 years
  - c. Don't "F" yourself
  - d. CHAMPIONSHIP TEAMS GET PAST HARD!
  - e. Don't regret not reaching your dreams
    - i. Still have dreams on what I want to become
    - ii. Too many people go to their grave with dreams still inside of them – not KG, Paul, Kobe
    - iii. The person who most often kills our dreams is ourself – self sabotaging
      - a. Emotional hijacking – the M-F walk (to bench)
- 3) Big eyes, big ears, small mouth
  - a. Learn with eyes, ears
  - b. Not being sneaky, it's called being productive – listening while pretending to be reading

- c. I know what I know, but for me to grow I need to know what you know
- d. Knowledge talks. Wisdom listens, experiences, or thinks

Liberty Mutual – a minor renovation to the factory avoided a major operation on the employees

Bridgestone – we focus on excellence in every single tire – details discussion with team

Not taking 500 shots...1 perfect form shot, 500 times

Success magazine – arrive ready to achieve!

\$100 each – 28 guys in room – Doc “I believe in you guys – make no mistake, we will be back!” KG hid the money in the visitors locker-room in L.A.

Doc’s Emmy’s example – 31 given out each year, only one Larry O’Bryant trophy – hard to get. Actors compete for 31, we are competing for one! Everyone understand?! It’s harder to get.

Paycheck is your responsibility, not your employers – become more, money will follow and find you, keep working

Most valuable guy on staff not getting fired – 4 what’s

- 1) What is needed
- 2) What am I good at that I can become great at
- 3) What little things I can do nobody else wants to do
- 4) What should I stay away from

Money cannot buy the following: 1) happiness 2) image 3) respect 4) success

Personal investment in your development is what will buy all of those

Success checks – follow footprints – KG met Bill Russell, Sam Jones – perimeter play, Armand Hill – offensive mind

More importantly, experience of failure – if we are smart, bring best failures to staff meetings

Doc – learn, grow, stretch, invest

What successful people do?

- 1) All things unsuccessful people will not do – KG everyday
- 2) Jim Rohn – success is a few simple disciplines practiced every day, failure is a few errors in judgment repeated everyday
- 3) Success has a price, but also has a choice – price is what it takes to earn it, choice is willing to pay it?
- 4) Success people – life long learners
- 5) Want something you’ve never had, do something you’ve never done

Simple, doable, usable

### Leadership

Occupy a seat or execute their position

Larry Shyatt – a leader is a position of power, how you utilize is important

- Build or destroy (Hitler, Bin Laden, Sudam Husain, Jonestown Massacre)
- Bad leadership can destroy your team
- Leadership is plural – Coach K
- Anytime, any day, any person
- UNC-W – 7 footer crying example – parents divorced
- Baby example – punches best friend, breaks hand, out a month
- What's needed to be done with situation at hand...?

Leadership can't be personal – embarrassed because of you? Or for your team?

- 1) How do you lead?
  - a. Command and control
  - b. Manage and manipulate
  - c. Build up, not tear down
  - d. Inspires and influences
- 2) Can you lead talent? Boston Celtics!
  - a. Talent questions and challenges a lot more, and is unforgiving (mess over KG – months without speaking)
    - i. Lead talent with confidence (know what you do – better than anyone)
    - ii. Never let a talented player mess or destroy with team's culture

Our eyes and ears will tell us if we follow you – players will watch what you say, do, and promise

### Premiums in Boston Celtics

- 1) Talent
- 2) Character, not characters, Rasheed Wallace wasn't allowed to get a technical foul in 4<sup>th</sup> quarter or when the game was on the line
- 3) Work ethic
- 4) Discipline ourselves to be discipline
- 5) Competitive drive (motor)
- 6) Focus

Culture – 7 day a week, 24 hour a day (thing)

### 3 core covenants

- 1) Winning (success)
- 2) Personal sacrifice
- 3) Accountability to yourself and your team
  - a. Once these are defined, communicated, and understood, then move on to standards

### Standards – Boston Celtics

1. Professionalism
2. No personal agendas
3. Professional / respectful communication
4. Think of “now only” – this team, this year
  - a. We will commit to making sure everything we do is for the betterment of this team
  - b. Personal situations will take a backseat to team commitment
5. One way – commit to the teaching and the system that we have, trusting the coaching and holding ourselves accountable to doing it the Celtic way
6. Efficient team
7. Team of execution
8. Never have a bad practice
9. Responsibility
10. Trust
11. No excuses

### Duke

1. Compete
2. Be ready 24/7
3. Trust one another
4. Be dependable
5. Communicate
6. Listen to your teammates
7. Have togetherness
8. Be enthusiastic
9. Go for loose balls – take charges
10. Have final mentality (sense of urgency)

### The road to building a team...8 steps to creating a program

1. Create a winning culture
2. Create a set of standards
3. Build meaningful relationships
4. Develop trust
5. Foster teamwork

6. Find hidden leaders – players
7. Inspire (mission) return respect (USA) – not a goal
8. Anticipate, strategize, embrace change – shit happens
  - a. Only 6 players next year will be on the team from 2008 championship team
  - b. Goals – it may not be what you like, but it's best for our team (role)

When your time is up and you have to call it quits, do you just leave a job or a legacy?

KE goal is to be the most devoted sharer of basketball info

If someone you have led or coached is asked the following question...who are the three most influential, impactful people in your life – 2 parents, coach?

## 2<sup>nd</sup> session

Never say no to a basketball opportunity

Say yes first, ask wife second

### Will have's

- 1) Setbacks to navigate
- 2) Obstacles to hurdle
- 3) Failures to rebound from

### Will be's

- 1) Challenged inside and outside
- 2) Critiqued inside and outside
- 3) Criticized inside and outside

2 things coaches have to compete with – players mind space and heart space

Open door is not enough – must have ears, heart, and mind open

Trust takes 2 things

- 1) Time – 24 hour non negotiable ingredient
- 2) Prove – proof (say it, do it) promise (deliver)
  - a. KG – earn my trust

A B C's of successful players

Attitude – approach

Belief in coaches, system, everything you are supposed to do

Chemistry – all good teams have it – working with one another – same cause

Sustained thoughts – their yours

NBA defense - 5 statements we believe

- 1) Defense wins games, offense by how much
- 2) Defense can and will bail out our offense
- 3) We don't think you can win championships offensively
- 4) If you can't guard you are relying on unpredictable (offense)
- 5) 2 things defensively
  - a. What you want to be
  - b. What you really are

3 key defensive areas

- 1) Transition defense
- 2) Pick and roll defense
- 3) ½ court defense

Help team take 2 major things away

- 1) Nothing into lane – pass or drive
- 2) Take away corner 3's

Genius in the simplicity

Keep ball in front – take care of ball

Protect basket – take care of paint

Cover out to 3 point line

Ideal possession – we allow no penetration and no shot off penetration

Good defenses buy time

Great defensive teams are multiple effort teams

- 1) Dictate penetration
- 2) Practice rotations
- 3) Limit middle drives

Penetration hurts team

- 1) Fouls on guards getting driven
- 2) Fouls on bigs
- 3) Short 2 on 1
- 4) Gives up offensive rebounds

Reminders – chart – number of rebounds Perkins gets between timeouts – pass aheads by rondo

- 1) How complicated do you want to be – a hesitant athlete is a non-athlete
- 2) What four or five ? focus on...?
  - a. Transition defense
  - b. Help team (not deny)
- 3) No paint
- 4) No corner 3's
- 5) Awareness / alertness

What is your adjustment philosophy?

- 1) Do it harder
- 2) Do it better
- 3) Sub
- 4) Change schemes

Are you comfortable with switching? Excuse, not execution

Mismatches don't hurt us, but open shots will

Drill scrambles – rotations rehearsed (we control)

### 8 must haves

- 1) Communication
  - a. Intimidates
  - b. Gives defense a head start
  - c. More confidence on ball defender
  - d. Wakes up a disengaged defender
  - e. Energizes team
    - i. Sneakers squeaking, voices talking in practice – good defensive teams
- 2) Trust
  - a. Teams that don't trust foul more
- 3) Positioning



- 4) Awareness – understanding what's happening around or next
- 5) Alertness – ready to go
- 6) Multiple efforts
- 7) Resolve
- 8) Stay in rotations, out of scramble

#### 4 cant haves

- 1) Lack of 8
- 2) Cant have a personal mindset (team defense)
- 3) No gambles (leads to open shots, fouls)
- 4) No dare shots – contest all shots

Be consistent – 5 key areas

- 1) Focus
- 2) Effort
- 3) Position
- 4) Awareness
- 5) Alertness

Progress of a perfect defensive possession – first it's preceded by a good shot

- 1) Get back and set defense
- 2) Stop ball
- 3) Pressure
- 4) Stay between man and basket
- 5) Contest shot
- 6) Finish blockout with rebound

1<sup>st</sup> shot defense – 2<sup>nd</sup> shot protection

1<sup>st</sup> attempt – 35%      2<sup>nd</sup> attempt – 50%      3) mid 60%

#### Winning on road

- 1) Defend
- 2) Eliminate transition baskets
- 3) Rebounding
- 4) Defense resolve, the home team will make runs, play through the runs
- 5) Must eliminate turnovers

San Antonio spends 70% time on defense      Boston – 65%

### No matter what type defense you play

- 1) Player total commitment
  - a. Duck boat tour – Allen, Pierce, Garnett – family first
- 2) Habits – repetition
- 3) Focus
- 4) Passion
- 5) Resolve

### Defense change game

- 1) 50-50 game – loose balls, long rebounds, hard rebounds, want to win 65-70% of them
- 2) First to floor – Pierce vs. Cavs – kept possession
- 3) Charges – 1 a quarter, not easy to do

Veteran, not old – Boston Celtics

Fouling negates hustle

Sprint to help spots

One guy who should never get beat – help defender

Ball side defense wins games – weak side defense wins championships

### Know the no's

- 1) Middle
- 2) Layups
- 3) Uncontested shots
- 4) Ball watching

We want our players to have: a kid's enthusiasm with an adult's maturity and focus

Get 3 consecutive stops, 7 times per half = win game in NBA – Frank Lawrence

Jim Harrick, Mark Gottfried, Jerry Tarkanian

Biggest challenge in college basketball last 10 years?

JH – the 3 point shot = game is in players hands, not in coaches as much....would like to see 3 point line stretched to 21.9 feet - nice reward for tough shot made....would like to see label taken off referees, should not be such a thing as Pac-10 officials

JT – scheduling, everybody is trying to win 20 games, so teams schedule ten wins versus junior high like teams...didn't sub in the old days - players didn't get tired

MG – pressure with players going pro (Don Maclean example)

MG - learned while working for ESPN as an announcer that everyone does it differently, keep it simple – stick to your plan, keep players minds free to play hard

Miss about coaching?

JH – October 15 – first day of practice, being a teacher of basketball, the court is an extension of classroom, undying discipline methods...10% hear it, 20% see it, 70% do it....teachers are better coaches

JT – keep game simple (free up minds) shooting well...1976 NCAA scoring record...he hired a white guy (football guy, not basketball at all) from the football coach's staff, who he was friends with the head coach, so his friend would have an opening and could hire a black guy...not outsmart, outwork! Nobody practiced or played harder....once they tried a matchup zone (UNLV tricks) and someone asked what happened to the Running Rebels

Pete Newell – 2 types of coaches

- 1) Fundamental, simplistic
- 2) Surprised, changed

How to hire a staff?

JH – head coaches should coach their coaches – qualities inherit assistant? Gave assistants 3 pages of job duties. Wants someone who can communicate, is sharp and in great shape, has an undying enthusiasm, work ethic, little bit spiritual, can trust not to go out late, because he believes you cant hoot with the owls and fly with the eagles...12 of his assistant coaches have gone on to be a head coach on D-1 level

JT – loyalty – you're either 100% loyal or 100% unloyal – recruit a thief not a disloyal guy

JH – assistants got to be able to sell you (community) confident, believe in it – system

JT – Sara Palin - first juco in white house, Larry Johnson limousine booster story

JH – don't tell me he can play when he can't shoot...winners: 1) leaders 2) make others better

Leaders lead in different ways – quiet, funny, serious, work ethic, can't define it.

JT – point guards couldn't shoot were his best teams, Mark Wade shot 63 times in 37 games, team was 37-2....Greg Anthony broke his jaw couldn't talk anymore (good thing, ha) he was tough, intelligent, so quick, fearless

JH – teach what you know, know what you teach...never treat everybody the same...secret to coaching – finding button to motivate...6 weeks into practice without playing any real games – 25% want to be there, 75% don't want to be there...take no out of vocabulary on floor, more positive the better off you are...you're job is not worth dehumanizing – reprimand yes, praise – bloom, blossom

JT – Jimmy V (great player Washburn story) – don't leave best player behind, manger come get me when he's on bus, we're not leaving until he is here

JH – lots of ways to discipline a guy – don't bench players, hurts everyone (team)...talents wins games, shoot, leader, character, let players adjust to you...fan out or funnel in defensively? Who takes the ball out – huge decision! John Wooden said if you can't get it done in 2 hours of practice time you are not organized

JT – 60% defense, 40% offense – will come, players being unselfish is the main thing..practiced 3 hours for 28 straight days, then changed to 2 hours practicing 4 days and taking off the 5<sup>th</sup> day after a player came to him and said they were tired from going so hard

#### Matt Doherty – SMU

Cut by Cleveland Cavaliers

Basketball coaching – high highs, low lows

Leadership = learned behavior

Have a personal board of directors – people outside your college

Too much of a good thing is a bad thing

Meyers Briggs test, ENTJ – 8% (grinder)

Impacted by people you meet and books you read

Enthusiasm, energize others, edge, execute – passion

Books - Primal leadership, Leader of self deception, good to great, straight from the gut

Art of emotional intelligence – making people feel good and managing change

What are your core values?

Keep things in perspective...easier said than done

RTC – Respect, Trust (Sean May example - rumors transferring to Texas Tech), Commitment

More clear we communicate – better leaders we are

Calm manner when delivering a teaching point is more effective

Communication - 50% body language, 35% tone, 15% content

Leadership – training, habits, coaching

Success pyramid (Bell) – senior assistant – personal communication

People skills – key to getting to top and staying there

Teams flame out at end of season if players don't respect and play for coach

Head coach – get good players, lead staff

Keep list of potential assistants for when you become a head coach

Frank Martin – Kansas State

Remembers being 19 years old in Orlando Florida at a coaching clinic, listening to Jim Valvano

Most important thing – listen to figure out ways to teach what you teach better

Not taking a kid out of the game – I am taking the blame, not allowing them the criticism

16 years as a high school coach, grew up on South Beach

Take you out or fuss a little bit

Nothing pisses off a high school coach or parents more than a head coach not backing a kid's mistake

From 10pm – 6am, can worry about, but cant control

Doesn't set curfews, let out of cage = wild animal

Assistant Northeastern - loyal, honest

I love helter skelter situations, conflict confrontations allows you to draw a line in sand

Kids haven't changed – we accept less

35 times a year – maximize who you are for your team

351 days out of 365 days – real job

Kids asked him why we have to learn this stuff, when he was teaching algebra in high school. His response: it's preparing you to solve problems, become a problem solver.

Not so good players – can't win on our own, we depend on the team (better players)

Sometimes you get one opportunity to make an impact – you better be ready to answer that question a player of yours may ask.

Bob Huggins would tell the players I want everyday M-F'ers, therefore the staff better in return be everyday M-F'ers

Made Beasley stand up during film session after he caught him with his eyes closed

Structure in how you teach. More structure the less deviation. Less structure the more you will have to improvise.

Winning isn't easy. However, the largest group of people is average people. If you are lazy, you're poor. Take a chance to be special. If winning was easy, who would volunteer to lose.

Freshmen don't speak to media.

Regardless of what you do, believe in it, demand it.

The more you win or succeed, the harder you better work.

Style of play creates depth – excitement on team. Depth creates experience (opportunity). Depth rewards players for busting it in practice everyday. When a starter gets injured, you aren't just throwing a player in who hasn't played yet, he's more prepared to contribute because he has played some before.

Wants his players to play till exhaustion. Therefore, he allows his players to sub back in the game when they are ready.

Believes in transition offense – everyday. Never ran a defensive transition drill.

3, 4, 5's – better go to offensive glass (opposite and inside)

Lead country in offensive rebounding and free throw shooting.

It's easier to slow down than to speed up.

Bad shots on offense will kill you defensively.

Point guard gets back to half court circle, 2 guard jams the outlet pass at three point line

Keeps a treadmill ready during practice to hold people accountable

Guard you every step in half-court – the risk is that it will spread you out – foundation everyday

Gaps and angles

Defender on ball responsible for high passes (hands high, ass down)

If you want the ball on the sides, let them catch it going away from the goal

Steals = gambles

We want to force shots to be higher and quicker released

Shrink gaps, protect back cut

2 on 2 everyday – L-cut, contact to create angle, defense – don't let contact happen

Dumbass line – rim to rim

Ball never crosses ½ court unguarded

Goes ball side every screen

Out of shape people need legs

Punishment time is running at 10pm on Thursday or Friday nights, not 6am

If you quit running, you are selfish, and if you are selfish you will quit on our team.

Snap head, cut angle, find bounce pass – off ball

Favorite team building drill – 6 on 4 screening drill, didn't do drill one day (before Butler game – loss)

The elbows are the kill area – opponents catch ball at elbow, you are done

### Dave Rose - BYU

Most successful coaches coach their philosophy

Played high school ball – Spring Branch (TX), Dixie Utah one year, mission 2 years, U of H – lost in NCAA title game to N.C. State

Was a head high school coach right out of college for 3 years – suggested being a head coach early so you can know if that's what you want to do

Miller – Delta high school rivalry like BYU – Utah

Loved to compete, enjoys putting together a game plan and discovering quickly if works or not

One thing about him – loves competition – looks for that in recruiting players

Tumor in stomach, spleen, pancreas – lifespan 0 to 5 years – 4%

Book - Living while you're dying

Not about how long you are here, but about what you do while you are here – we all have to go at sometime

Coaching Philosophy – 3 things

- 1) Loves to play fast – on attack (even under 4 minutes)
- 2) Compete in everything we do – everywhere we go
  - a. 3 hours – 20 minute segments – 2 referees – winner / loser
- 3) Preparation (conditioning, skill development, class, etc.)

Give players confidence to be successful

Everyday planning – consistency – leads to confidence

Individual workouts – our pace, compete, prepared

So many makes, built in competition – consequence win or lose

Game preparation (team of redshirts and walk-ons) before practice they go over opponents plays so they know how to run it against real team defense

A head coach has to get assistant coaches to believe – chemistry with staff to players helps

My philosophy is their philosophy

Wins – 20, 25, 27, 30

Detail the areas where we naturally struggle – guarding the ball (man to man guy)

Give the players confidence they can win – complex enough that if executed right players will believe they can win, but simple enough not to tie their minds up

3 ways of learning (players learn different) – 1) film 2) paper 3) floor

Offensively in practice – try to get a stop defensively (emphasis) led league in steals – rebound to run

Typically wants a 80-65 score, 18 assists per game, beat Florida in NCAA 99-92 double OT

Favorite segment - 4 on 3 – play on advantage (not about you) we want a wide open shot

George Karl – Nugget drill – 2 on 1, 3 on 2, 4 on 3, 5 on 4, 5 on 5 – don't turn over, get wide open shot

Defensively – team oriented – 1<sup>st</sup> / 2<sup>nd</sup> MWC every year – FG% guy

Soon as advantage we attack – force closeouts



Don't do shell near as much – uses scout team to run various types of offenses and they guard it – flex, high 2-3, 4 out, etc. – scouting report based

Recruiting philosophy – lifestyle – honor code like the rest of students on campus

A high priority in recruiting players – do they have an inner fire? Come from winning programs? Had 9 guys on one team that won a state championship – you understand personal sacrifice – your game isn't most important thing

Loves gym rats – hard to find big (6-10) gym rats

He has a hard time playing players who can't shoot, will sacrifice athleticism, in junior college he recruited players who could guard

Consistency in how you lead

#### 6 things for coach to have

- 1) Character – do what you say (trust)
- 2) Consistent – discipline, prepare, practice – DEAL / MANAGE
  - a. Cant have side deals with players
- 3) Communicator – players know they can come talk
  - a. Cant say you will start them next game and then not do it
- 4) Caring – has 7 players married (his wife meets monthly with wives)
- 5) Committed – how far in are you (clear vision for team and staff)
- 6) BUILD THEIR CONFIDENCE – make that guy believe

Staff assignments, staff meetings everyday (1 or 2 hours), team oriented concept – 15 minutes in film room, one thing everyday – TEAM – from head coach

127 wins = 5 years

Kids don't react / respond – make guys believe their better than what they think

Consistency in practice – live team offense, defense, out of bounds under plays (offensive attack)

40% transition offense – 30% sets – 20% FT's (competitive games) – 10% OBU – time in it!

Everything we do – team oriented – team is strength

Recruit, develop good players

Worked so hard, deserve to win

Confidence in helping his team win

Signed contract for 4 years that will pay him more than he's earned the previous 26 years combined