

2019 Rising Coaches Clinic (Charlotte, NC)

1. Will Chapman (Advanced Opposition Scout - Oklahoma City Thunder)
 - a. How do you treat people?
 - i. 1st thing that people will ask about you when you are in the process of getting hired
 - b. What are your habits like?
 - i. Build good habits when you are young
 1. Diet, exercise, etc
 2. Headspace is a great meditation app
 3. This profession will run you into the ground
 - a. You can't do your job at a high level if you aren't at 100 percent yourself
 - c. Keep showing up/find a way
 - i. Never say no
 1. Regardless of your priorities for the day
 - a. Might need to shift things around, but never say that you can't do something because of something else you have
 - ii. Be more reliable each day
 1. You are going to do things that go unnoticed
 - iii. Your mindset each day needs to be that you have to bring your "A" game each day.
 1. The moment you take your job for granted is the moment you open yourself up to be replaced
 2. Every opportunity is an opportunity to learn
 - iv. What is everybody like in January during the middle of the season?
 1. Everybody can be jacked at the beginning of the season
 - d. Mental toughness
 - i. Talk about it with players all the time
 - ii. What about coaches? Are you mentally tough? How do you handle adversity?
 - e. Quotes
 - i. "The one thing you must value day-to-day is to believe in yourself." - Mike D'Antoni
2. Lee Butler (Associate Commissioner Men's Basketball ACC)
 - a. Conference Scheduling
 - i. Complex puzzle
 - ii. You can help aid in the process
 - b. Scheduling parameters (Ex.)
 - i. 20 game schedule (15 teams)
 - ii. Total # of conference games = 150
 1. $(\# \text{ of teams} * \text{games in schedule}) / 2$
 - iii. Max # of games per playdate = 7
 1. 15 teams in the league

- iv. # of playdates needed = 21
 - 1. # of conf. games/max # of games per playdate
- v. Games on full playdates = 147
 - 1. # of playdates needed (21) * max # of games per playdate (7)
- vi. Remaining games to schedule = 3
 - 1. # of conf. Games - games on full playdates
- c. The “non-negotiables”
 - i. Who do you play at home, road, twice?
 - ii. Consecutive road games (no more than 3)
 - iii. Travel partners
 - 1. Ex. play at washington mid week, at washington st end of week
 - iv. Weekend home games
 - v. Rest and recovery
- d. Building holds (aka “blackout dates”)
 - i. Concert
 - ii. Shared facility
 - iii. Local events
 - 1. Super bowl, cfp, conventions, hs games
 - iv. University events
 - 1. Commencements
 - v. Building renovation
- e. High priority games
 - i. Hand picked by tv
 - ii. Showcase games
 - iii. Max viewership
 - iv. Conf. branding
 - v. Post season implications
- f. Schedule shell models
 - i. Order of opp.
 - 1. Travel, balance, home vs away (heavy on front, back)
 - ii. Slides and game times
 - 1. Games moved off primary play dates
 - 2. Game times decided by tv, conf office, or home teams
- g. How can you help?
 - i. Minimize building holds
 - ii. Communicate with conf. Office
 - iii. Send non-conf schedule to league office
- 3. Bart Lundy (HC Queens College)
 - a. Early in season
 - i. Don’t over coach
 - ii. Emphasis on being best defensive team in the country
 - iii. Keep it really simple. If you make it too complex early, you will turn the ball over a lot.

- iv. Fouling will kill you
 - 1. Identify your “foulers”
 - v. Rebounding is the “swing vote”
 - b. Rhythm
 - i. Imperative to have it in your program with everything you do
 - ii. Creating discipline eliminates losing
 - iii. Good trainer is worth 5 wins, bad trainer worth 5 losses
 - iv. EVERYTHING is won or lost
 - 1. Reward win, punish loss
 - c. Recruiting
 - i. Recruit who relates to you
 - 1. They don’t recruit “safety net” guys
 - a. Want guys who need basketball to better their life
 - 2. Recruits winners (who have won in the past)
 - d. Assistant coaches
 - i. Take heaps off head coach’s plate, throw seeds when appropriate
 - ii. Anyone can diagram plays, can you combat what the other team is trying to do.
 - e. Offensive Flow
 - i. What’s your transition attack into your half court.
 - ii. Do you have a late clock offense? (we don’t)
 - f. “Special teams”
 - i. Ato, obu, sob, aft, ... etc
 - ii. Ends up being 19% of possessions
 - 1. Goal is to win by 6
 - 2. Rick Majerus tried to win by 10
 - 3. Win by 4-6 at the free throw line (makes)
4. Wes Miller (HC UNC Greensboro)
- a. No “path” to being a head coach. Put your head down and work
 - i. Takes 5-6 years to figure out who you are as a coach
 - ii. There are things as a head coach that you can’t prepare for. You will fail.
 - b. Program took off when they found their identity
 - c. Get used to making quick, precise decisions
 - d. Do the values in your program align with the values at your school/org?
 - e. Failure is inevitable
 - i. 2 promises
 - 1. Opportunity
 - 2. Adversity
 - ii. Creating Failure in practice
 - 1. Get them to give in, and get them to come back
 - 2. Had a “halftime” in practice because team was coming out flat in the 2nd half
 - f. Prioritizing in your program

- i. People
 - 1. Never eat a meal alone
 - 2. Chopping it up with people is more important than crossing tasks off a list
 - ii. Growing our program
 - iii. Basketball
 - 1. Be prepared. Only have so much time to coach basketball with the kids
- g. What do you look for in hiring someone
 - i. Relationships. Do you have a previous relationship with someone
 - 1. Sometimes you hire someone down the road that you didn't hire before
 - ii. Are you great in your current role?
 - iii. Are you as invested (in uncg basketball) as I am?
 - 1. Don't posture for the next job. Be as invested in this program as I am
 - iv. What will they add to my staff?
 - 1. Positive energy and relationships
 - 2. Make us better as a program
 - v. Do we have shared values
 - 1. If you don't love basketball, it won't work out here.
- h. Qualities of great assistant coaches
 - i. Facilitate growth every single day
 - ii. Crush your responsibilities
 - iii. Do your job first, and then do more
 - iv. Lift up the head coach
 - 1. Cant cut off the head of the snake
 - v. Take things off the head coach's plate
 - vi. Build real genuine relationships
 - 1. Starts with establishing trust. That takes time
 - vii. Get over yourself. Concept from Greg Popovich
 - 1. You aren't that great. Neither am I. We are trying to be great
- i. Mentorship
 - i. Coaches need to get coached too
 - 1. Larry brown is his defensive guy
 - 2. Raveling is his thinking guy
 - 3. Roy Williams is his "stuff off the court" guy
- j. Player development
 - i. More live basketball (with real defense)
 - ii. We can all point out weaknesses. Be great at something
 - iii. Every player has a "superpower"
 - 1. Take something that someone does well, do that the best in the country

- iv. Create pressure in shooting
 - 1. Shooting tests
 - a. 1 ball. 1 rebounder. 2 minutes. Minimum 24 makes
 - b. 1 ball. 1 rebounder. 3 minutes. Minimum 36 makes
 - c. Spot shooting. 5 spots. 50 shots. Make 40 out of 50
 - d. "Spartan shooting". 140 total shots. 110 makes. Segments of 10 shots. Shots within the offense
 - e. "Spartan 100." 100 3's. Shooting on the move. Sets of 10. Minimum 7 out of 10
 - k. Books (the ones that make us change our habits or behavior are the best)
 - i. "The one thing" by Gary Keller
 - l. Quotes
 - i. "The most valuable asset we have is our time." - George Raveling
- 5. Alan Stein
 - i. When you say yes to something, you say no to something else
 - 1. Never say no to a basketball opportunity
 - 2. Is this current decision leading me to being the best version of myself or not?
 - 3. If you want to have a good life consistently make good decisions
 - 4. Have the awareness to know that every decision matters, own your decisions
 - 5. When you practice the small things you get better at the big things
 - ii. Preparation
 - 1. Be prepared to respectfully and professionally speak your mind.
 - 2. Show up.
 - 3. Do the best that you are capable of at present
 - iii. Relationships
 - 1. Your relationship to yourself sets the tone to all other relationships.
 - a. Self awareness and acceptance.
 - b. Constant journey. Be open to feedback
 - c. "Fill your bucket"
 - i. Can't pour anything out of an empty cup
 - ii. Can't lead if you have nothing to give
 - 2. If you think basketball is more important than relationships, you won't get to where you want to go.
 - 3. Relationship with staff (with everyone not just coaches)
 - a. Do you do everything you can to empower them?
 - 4. Relationship to your players (those that you serve)
 - a. They play for you, but you work for them
 - b. Are you doing everything you can to make them the best person and player that they can be?
 - i. Human being 1st, player 2nd

- c. Go to “their sandbox” to play
 - i. 5 love languages
 - 1. We speak our own language
 - 2. Speak your players language
 - 3. Treating everyone fairly isn’t the same as treating them equally
 - 5. How do you strengthen relationships?
 - a. Deep human connection
 - i. Its not about me its about you”
 - b. Relationships aren’t 50/50, but they need to add up to 100. Have the EQ to recognize that.
 - 6. Don’t play the comparison game. You always lose
 - 7. Make your relationships your advantage
- iv. Business of Basketball
 - 1. Musical chairs
 - a. How do you increase your chance of having a seat in one of those chairs?
 - i. Double down on what your expertise is
 - 1. Be versatile but be relentless in your pursuit of doubling down on what you’re great at.
- v. Solidifying roles
 - 1. Index card accolade exercise (can do this at different points of the season). Have coaches fill it out, players too
 - a. Most talented
 - b. Best player
 - c. Hardest worker
 - d. Mentally toughest
 - e. Selfish
 - f. Laziest
 - g. Highest basketball iq
 - h. Most valuable
 - 2. You, me, we (after practice, workout, game) / what gets praised gets repeated
 - a. “You” praise a teammate
 - b. “Me” praise yourself
 - c. “We” praise the team
- vi. Personal development “Fill your bucket”
 - 1. What, who, when
 - a. What: 3,4, or 5 things that “fill your bucket”, morning and evening routine
 - i. Do you make time for the things that “fill your bucket”

- ii. If you want to guarantee what will make you happy, significant, etc, do what works and eliminate what doesn't
 - iii. Use your time to dedicate it to the things you want for you in your life
 - b. Who: 3, 4, or 5 people that "fill your bucket"
 - i. Who are they?
 - ii. Do you spend the most time with them?
 - c. When:
 - i. Peak times of day when you are at your best
- vii. Culture
 - 1. Ultimate definition: how does your team perform when the head coach isn't there
- viii. Communication
 - 1. You are always communicating something even when you do not think you are (verbal or nonverbal)
- ix. Performance
 - 1. Knowledge isn't power. The application of knowledge is power
 - 2. Performance gap: the gap between what you know you're supposed to do, and what you actually do.
 - a. Key is to close that gap
 - 3. Best never get bored with the basics. Basics work. Always have. Always will.
 - a. Just because something is basic doesn't mean that it's easy
 - 4. What we need to do to win is what we need to practice.
 - 5. Repetition isn't punishment. It's the mother of all skill
- x. Coaching Mantras (we process in 3's)
 - 1. It's not about you it's about them
 - a. Ex. let your players pick 3 shooting drills to do during your shooting segments of practice on Tuesday and Thursday
 - 2. Connect 1st, coach 2nd
 - a. You can only get on someone if you've invested something in them
 - b. Consistency with daily deposits
 - 3. Accept it or correct it
 - a. Hold yourself accountable for the message that's being communicated
 - b. No complaints, no blaming, no deflection
- xi. 3 pillars for creating a winning team
 - 1. Role clarity
 - a. Player, coach, staff members need to know, embrace, and star in their role

- i. Know, respect, appreciate, everyone's role
 - ii. Role isn't what you want it to be, its what you need it for us to be successful
 - 2. Accountability
 - a. Done for someone, not to them
 - b. Horizontal accountability
 - i. Everyone holds everyone accountable to everything regardless of authority
 - 3. Communication
 - a. You are always communicating something
 - i. Unconscious messages
 - 1. Delegate and let them do it (strengthens the relationship)
 - 2. Delegate and micromanage (erodes relationship)
 - ii. Standards you set today dictates where you will be tomorrow
 - xii. Quotes
 - 1. "If you want to be great, you don't have a lot of options. How you do anything is how to do everything." - Nick Saban
 - 2. "Your decisions reveal your priorities" - Jeff Van Gundy
 - xiii. Books
 - 1. "When" by Daniel Peak
 - 2. "The 5 Love Languages" by Gary Chapman
6. Vince Walden (Texas A&M Assistant Coach)
 - a. Quotes
 - i. "Chance faces the well prepared" - 9th Wonder
 - b. Make the big time where you are
 - c. Truth with grace is transformational communication
 - d. The obstacle is the way
 - i. Find you what your players obstacles are. Be available for them
 - e. $F_i/t(g)=M$
 - i. Focus and Intensity over time * God = unstoppable momentum
 - f. Books
 - i. The Obstacle is the Way: Ryan Holliday
7. Joy Smith (Clemson Assistant Coach)
 - a. Be where your feet are
 - b. Notes to younger self
 - i. Social media tells who you are
 - ii. Don't take things personally
 - 1. Its your job to make your boss look good.
 - 2. They may not like your ideas
 - iii. Loyalty is key

- 1. No time frame to it
 - 2. Have your coach's back
 - iv. Teaching is coaching (and visa versa)
 - v. Learn on the fly. Figure it out
 - vi. Invest in yourself
 - 1. Go to as many practices outside your program as possible
 - 2. Mental health
 - vii. Find your niche
 - 1. 1st thing: can you recruit?
 - a. After that: find your niche
 - i. Do you bring it every day?
 - viii. Know your admin
 - ix. Get finances in order
 - x. Own your own journey
 - xi. Know your why
 - 1. It aligns you with everything
 - xii. Recruiting
 - 1. Be organized across all fronts
 - xiii. Lessons from the white house
 - 1. Your job isn't your life
 - 2. Enjoy moments
 - 3. Help humanity be better
 - xiv. Have to learn how to have difficult conversations with people
 - xv. Books: why the best are the best by Kevin Eastman
- 8. Heather Macy (Spartanburg Methodist HC)
 - a. Elite performers leave nothing to chance... ever
 - b. If you aren't spending time with smarter people than you on your campus, you're cheating yourself.
 - c. Great people correct their weaknesses
 - d. Winning is fun and winning is poison
 - i. Emotional Intelligence (EQ)
 - 1. Ability to manage your emotions, recognize emotions of others, and manage the environment around me.
 - 2. Cognition + behavior + competency = superior performance and decision making
 - 3. When you are in the "red": angry - don't make any decisions
 - a. Takes up to 4 hours to get out of the red
 - e. Mindset rules
 - i. You are the chief interpreter of your own reality
 - ii. Issues and dramas are simply a distraction from the goal
 - f. Power questions
 - i. Would you like to eliminate anxiety?
 - ii. What is your greatest weapon?

- iii. The goal in life is to Be happy!
- g. Dan Dantoni
 - i. You are the catalyst for your program's happiness, joy, and gratitude
- h. Book: Golf EQ: The Game between the shots by Dr. Izzy Justice
- 9. Dwaine Osborne (University of Charleston)
 - a. Mission Statement: Be an aligned team with quality habits pursuing excellence
 - b. Have a "champions manual"
 - c. 5 "H's" (core values)
 - i. Honor
 - ii. Humility
 - iii. Hospitality
 - 1. Its not what you have, its what you offer
 - iv. Hustle
 - v. High Capacity
 - d. DTE
 - i. Detailed
 - ii. Thorough
 - iii. Excellence
 - e. Bronco vs Thoroughbred
 - i. Difference is how you channel your energy
 - f. Just because you're the 1st chair in the choir, doesn't mean you conduct the orchestra
 - g. Perception vs reality
 - i. What do you want to be known for?
 - ii. If you do what everybody else does, you get what everybody else gets
 - h. Have a system for everything you do
 - i. The person who doesn't read has no advantage over the person who can't
 - j. Build meaningful relationships
 - i. Need to have meaningful conversations to do so
 - k. Embrace opportunities where you have to help others
 - i. Do so by being transparent
 - l. How do you stand out?
 - i. Make others job easier
 - 1. No job is above you
 - 2. Dominate the job you're in
 - 3. Be reliable and available
 - 4. Master something
 - 5. Be good at things that go against human nature
 - m. How to eliminate yourself
 - i. Cause trust issues
 - ii. Entertainment before the job
 - iii. Relying on what you already know only
 - iv. Disloyalty

- v. Personal issues
 - vi. How you leave your current job for the next job
- n. Everybody needs a Paul, Tim, and Barnabus
 - i. Paul mentored Timothy
 - ii. Barnabus was an encourager
- o. Players see through bullshit
 - i. Hold them accountable
 - ii. Don't waste their time. Players want you to get them better
 - iii. Want them confident, but not yet arrived
- 10. Carmen Maciariello (Siena HC)
 - a. Make the money chase you
 - i. Due to how great you are as a person and a worker
 - b. Never recruit anyone your boss doesn't like
- 11. Jimmie Oakman - Brooklyn/Long Island Nets
 - a. Does your player development plan match the game
 - i. Structure
 1. Define (where is he now)
 2. Vision (where can his game go)
 3. Skill work (what are his requisite skills)
 4. System (actions your run)
 5. Put it all together
 - b. Create value outside your role
 - i. No job is ever too small
 - ii. Never wait for someone to tell you what to do
 - iii. What does your boss spend a lot of time on? Make it easier
 - iv. Players are the most important asset
 1. What can you do to help? (film, rebound, etc)
 - v. Efficiency: help assistants w/scout and recruiting reports
 - vi. Network: meet every hs/college coach within 25 miles
 - vii. Travel, camps, analytics, reports, breakdowns, playbooks, always help to do more
 - viii. Keep your intentions pure, work hard, good things happen
- 12. Rick Duckett (Charleston Southern)
 - a. Identity
 - i. Knowing how you are and how you view yourself will dictate how you do everything (self awareness)
 - ii. Will keep you out of situations you know that are wrong
 1. Avoids external validity
 - iii. Surround yourself with people who have a variety of opinions
 - iv. Focus on bringing value to young people
 - v. Speak to the "little boy"
 1. "Little boy" is the baggage inside the young man that never got unpacked

- b. Trust: starts with the promise of doing what's right
 - i. Are you committed to doing your very best?
 - 1. Shows you care
 - ii. Tell the truth: you don't have to remember what happened
 - iii. Truth and trust costs nothing but buys everything
 - 1. If you dish it out, better be able to take it
 - 2. Live that truth
 - c. Being "in coaching" vs "into coaching"
 - i. Difference between job and vocation
 - ii. Level of investment
 - d. Where you are in coaching, are you thriving or surviving?
 - e. Once you break trust
 - i. You break it you fix it
 - f. Experience is the name we give our mistakes
 - g. Did you ask good questions today? Vs What did you learn today?
 - i. Shows you're actually learning
 - h. Defend and protect the culture you have with the people you bring in
 - i. books
 - i. Slight edge: by Jeff Olsen
 - ii. Training Camp: by Jon Gordon
 - iii. Starfish and the spider:
13. Bryan Bender (SW Mississippi CC)
- a. Recruiting
 - i. As an assistant you think you can fix anything
 - 1. You think talent wins
 - 2. Can you HC coach that kid
 - ii. 3 questions
 - 1. Who is helping you make your decision?
 - a. Identify and recruit that person
 - b. If you listen to the kids, they will give you the answers
 - c. Never visit that kid without that helper as the decision maker in the visit
 - 2. What are you looking for in a school?
 - 3. When are you looking to make your decision? Have to time it out
 - b. All about the "ships"
 - i. Ownership in life
 - ii. Championships
 - iii. Relationships
 - iv. Scholarships
 - v. Craftsmanship: honor your craft
 - vi. Battleship: have to compete
 - c. Gratitude (Acronym)
 - i. Grit

- ii. Respect
 - iii. Attitude
 - iv. Toughness
 - v. Effort
 - vi. Future
 - vii. Unity
 - viii. Love, Lead, & Learn
 - d. PJ Fleck
 - i. Family: Forget about me I love you
 - 1. Families fall apart because they don't talk
 - e. Non-Negotiables
 - i. Constant communication
 - ii. Can't coach effort and attitude
 - iii. If you permit something, you promote it
 - 1. What do you stand for?
 - iv. Sacrifice = reward
 - v. When you talk to one person, you talk to everyone
 - vi. If they don't know something, who's fault is that?
 - f. If you stress over all the little details, you aren't present
 - g. Learning how to delegate is a skill
 - h. "Sliding over a chair"
 - i. Be 2 feet in where you are and master the role you are in, find ways to already know how to do the next job
 - ii. Never got the job I interviewed for
 - iii. Grass isn't greener on the other side, its where you water it
 - i. How do assistants help their HC in relationships with players?
 - i. Think like a head coach
 - ii. Do you love your head coach?
 - j. Tell the truth: you have to remember less
 - k. Nobody will ever understand your specific dreams
 - l. You can't change the post, you can only influence the future with what you do today
 - m. There will be people who get jobs that you don't think deserve it
 - i. Don't get bitter, just keep getting better
 - n. Trust your inner circle and your network
14. John Shulman (Alabama Huntsville)
- a. A dream is uncrushable
 - b. What matters...
 - i. Value people
 - ii. Work your tail off
 - c. Put your phone up and invest in people
 - d. Most people quit before they fail
 - e. Risk it all

- f. Dont be “that guy”
 - i. Always looking for the next job
 - ii. Do your job well
 - iii. Badmouthing your HC
 - 1. “If i were the HC”
 - 2. Help him don’t blast him
 - iv. Badmouthing your players
 - g. Get “I” out of your vocab “we”
 - h. Listen and learn: 2 ears and 1 mouth, shut up
 - i. As an assistant, create an identity
 - j. What do you bring to the table?
 - k. Be the coach you want ot be
 - i. Ask for help
 - l. Coaches will hire people that they know
 - m. The journey is much better than the destination
 - n. Blackbook: when i become a head coach i will....
 - i. Prepare everyday to be a HC
 - ii. Develop a philosophy
 - 1. Fits your personality
 - 2. Watch games
 - 3. Watch other coaches
 - 4. Watch other practices
 - o. Coach people and not the game
 - p. Do the things the way you want it done.
 - q. Carry yourself like a coach
 - r. Know “sexual intellectuals”
 - i. They are “know it alls”
 - s. “You are humble or about to be.” - Lennie Acuff
 - t. Don’t let the games get in the way of helping a kid
15. Books to read:
- a. The one thing: by Gary Keller
 - b. “When” by Daniel Peak
 - c. “The 5 Love Languages” by Gary Chapman
 - d. The Obstacle is the Way: Ryan Holliday
 - e. Golf EQ: The Game between the shots by Dr. Izzy Justice
 - f. Slight edge: by Jeff Olsen
 - g. Training Camp: by Jon Gordon
 - h. Starfish and the spider: