

Coaching U – Las Vegas

July 20 & 21 2010

Kevin Eastman

- Give your team 1 timeout per practice – the team needs to be better when they break their timeout.
 - Give them responsibility and ownership!
- 3 defensive keys – they must be talked about a lot throughout meetings and practices!!
 - Positioning
 - Awareness
 - Alertness
- The angle of a screen must be “at the angle of attack.”
- Eyes make lay-ups / feet make shots (the quality of your feet determine the quality of the shot)
- “If mental ever catches up to physical you’ll be an all-star.” Eastman
- “If someone can do what you can do and 1 more thing, then you are replaceable.” Eastman

Big Man Development:

- Own the Mid-line – the less skill you need the closer you are to the midline!
- Post in the mini lane – 5X5 box inside the lane – it’s a fist fight then on catch it becomes a foot fight
- Set mini goals – most bigs need “roll” goals – 1 off. reb / 3 minutes, 1 charge per half, 3 FT’s per half
 - “The roll may not be what you want, but it helps us win a championship.” Doc Rivers
- If you’re big finds a niche – get him on the floor – energy guy, off. reb., charges...
- Very seldom is the second shot a bad shot – follow shots!
- Fill Lanes – easy buckets – creates issues for defense, makes them prepare for you
 - It requires no skill, but it does require a will and commitment
- 60 paint touches per game (48 at the college level)
- 4 secs run rim to rim
- Find a way to send a message – could be subtle or could be loud!
- Rebounding – Logic --- more you go after the more you get!
- Offensive rebounding – fight to get to the middle or weakside of shot

Big Fundamentals:

- Fist fight for positioning or getting open / foot fight once you catch it
- It's a leverage game to succeed --- who has the lower shoulders
- 3 C's – catch, chin, check
- Perpendicular Post – create the angle with baseline foot
- The court shrinks as you move up in level (much smaller court going from HS to college and much much smaller going from college to pro)
- Feet give you advantage, ball gives you separation (spin move example going baseline)
- See 90% of floor once you chin ball
- Give up position for possession
- Butt into thigh, there's no deny – once you hit defender and knock him back he can't deny
- Play Low to high
- Seals --- Teach your feet, shoulders, triceps and elbows – for positioning!
- Catching the ball ---- “pause for poise.”
- Post Depth – deeper you are the easier the game is, more fouls and simpler moves!
- Be concerned with deny arm – not as much with the feet
- Get to the palm (of post) – concentrate on the angle for passes – this should get them to dribble to 45°
- Rim to Rim / not FT to FT
- Timing - don't post too early
- More physical the defender the more leverage you need
- Feet 1st / separation is with ball --- teaching point
- Shoulders must be lower – try to get shoulders to hips
- On catch – Read don't rush
- Let post feeders cut / let junk clear
- When you catch – use all you have @ your disposal – eye fake, pass fake, etc...

***Cutters – see ball all the way to rim – late cut passes are open a lot!

***Get more solutions in your game – Steve Nash – be able to use both hands, finish both hands, etc...

***when in doubt spread out – get outside the arc and square to rim then re-engage

- Drop steps – ankle to middle of rim
- “Inside outside deeper game” – post deeper everytime you throw it back out
- Change speeds with moves
- Bigs – same concepts with perimeter cutters – cut to the back of the defender's head
 - Watch the defenders not the ball!!! – this makes the offense run much smoother

“Know the Floor as a Big”

- #1 – 1st three steps – get sprinting
- #2 – know where the ball is (which side)
- #3 – Get to front of rim as soon as possible
- #4 – Post up position!

***Catch high / Sikma low

***Catch low / Sikma high

----create spacing

6 Post Moves – back to basket

- 1) Midline jump hook
- 2) Dribble drop
- 3) Up and Under
- 4) Quick Spin
- 5) Baseline jump hook
- 6) FT

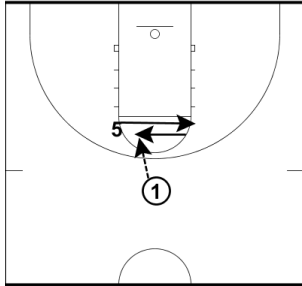
8 Post moves – Face up games

- 1) Jab / shot
- 2) Jab / go
- 3) Jab / cross
- 4) Jab / shot fake / go
- 5) Jab / shot fake / cross
- 6) Square up shot
- 7) Quick cross (our rip and go)
- 8) FT's

- Anytime you feel forearm on back – spin move
- Perpendicular post ups!
- Pick and roll game – Arrive without the defender – sprint to screen
- Pump fakes are Macho!
 - Go through chin then chest!
- Weakside awareness – penetration reads
- Weakside Duck in with pick and roll – duck in when they get to screen
- Penetration Boxes (diagram)
- “Never let them foul your shooting arm

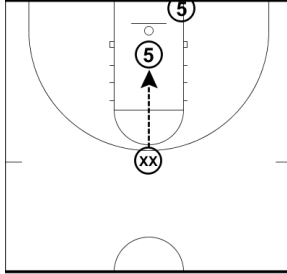
Big Drills...fundamental drills!

elbow to elbow slide
Coaching U diagrams



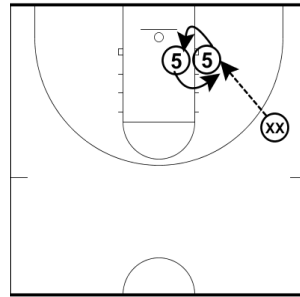
Post slides elbow to elbow then gets pass, pivots (switch up different pivots), then make move to rim

Continous jump hook drill
Coaching U diagrams



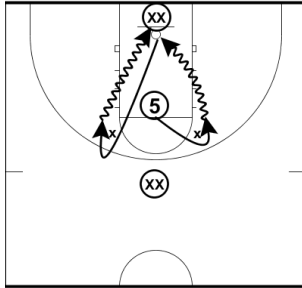
2 or 3 balls - Ball goes back to coach, post is making continous moves (rt jump hooks / left jump hooks, etc...) go for 30 secs... rebounders must work

1v1 in the posts
Coaching U diagrams



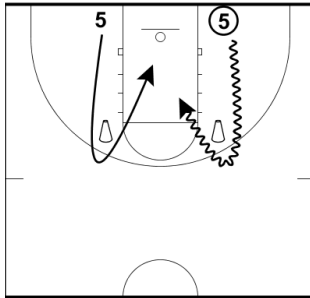
Circle 1v1 - throw to either post, they are circling around post area, switch up area they may play on the floor

30 sec layups
Coaching U diagrams



go for 30 secs, place ball in chair and you circle the chair and attack on dribble, how many can you make in 30 secs, coaches are replacing balls in chairs

1v1 with posts
Coaching U diagrams

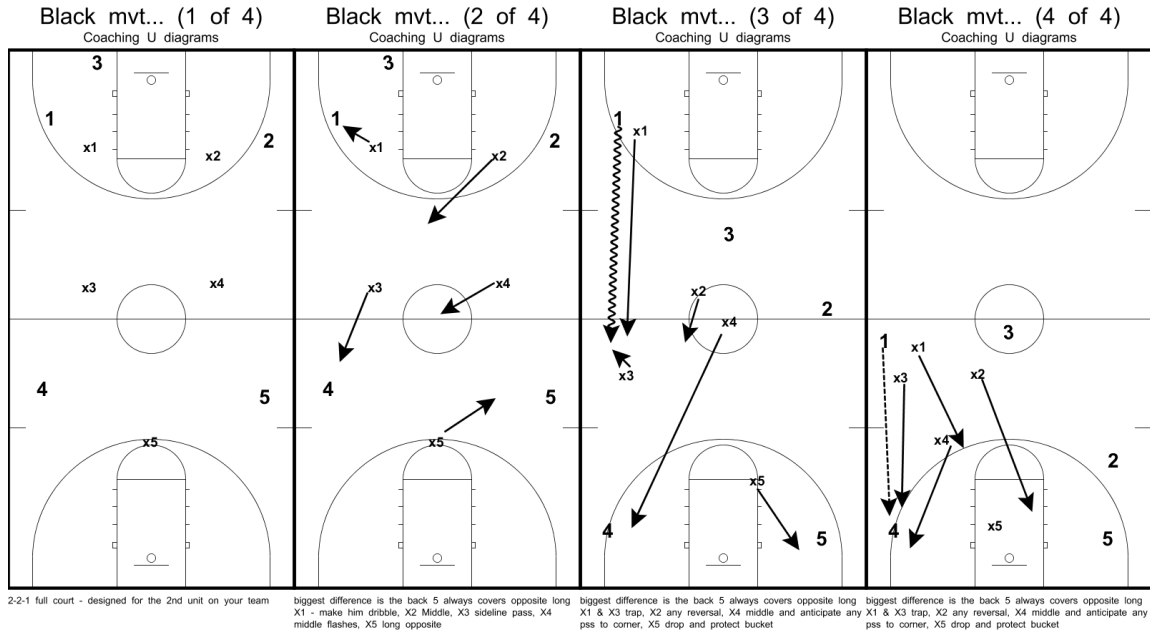


simple 1v1 drill...play to a certain #

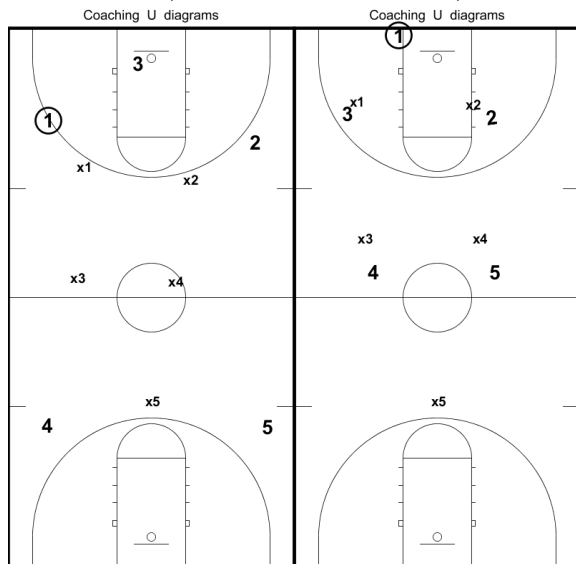
Brendan Suhr

- Players and Coaches need to always continue to develop!
- “What got you here will not keep you here.” Chuck Daly
- How can you get your second unit involved in the game and rotations
 - You must get them engaged!
- Make BOB and SOB like special teams in football!

Second Unit “Press”



Black 1 and Black Out (1 of 2)



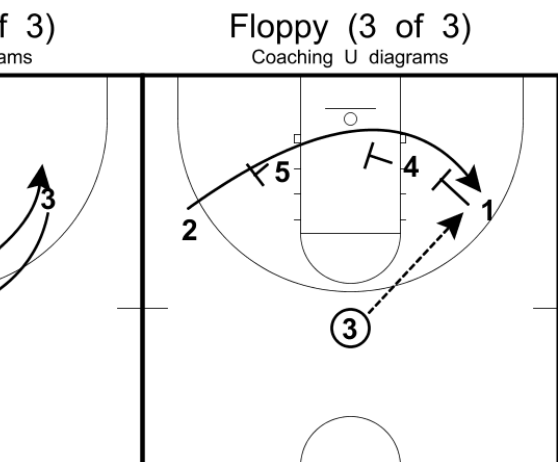
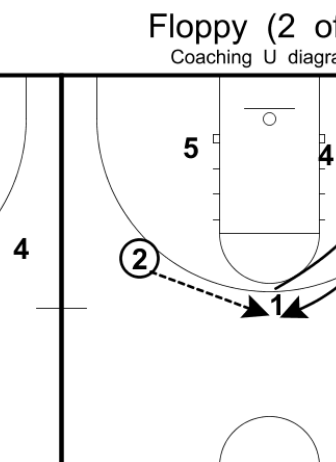
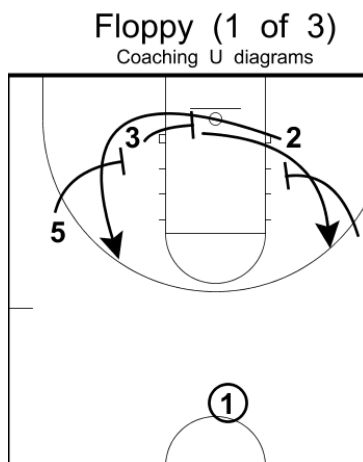
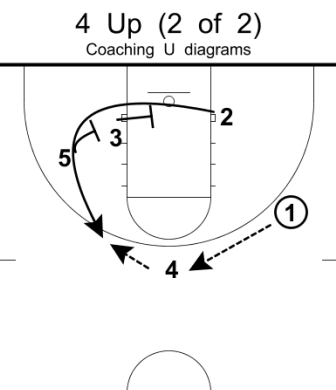
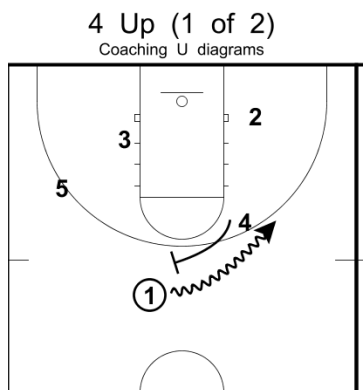
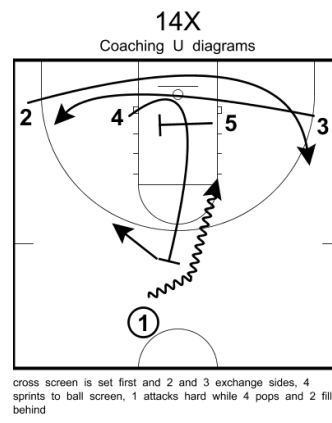
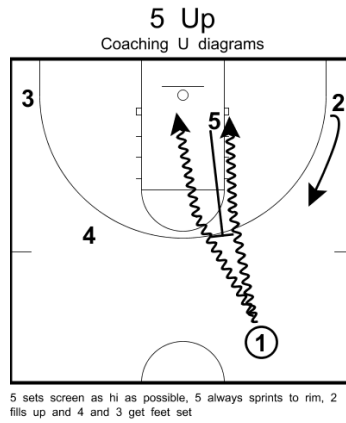
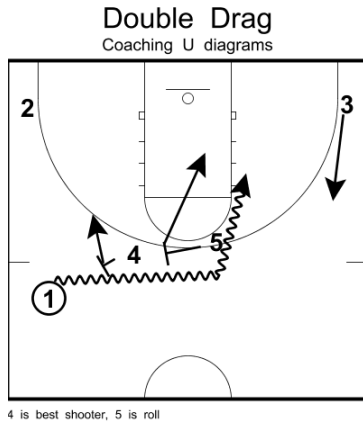
Black 1 means no trapping - just containment press

Black Out - means full denial on first pass then back to regular Black
Very good after after fast break score!

Teaching points...

- Play games to 2 (everything counts as 1's)
- Don't let players play in their comfort zones...
- 3 critical thoughts with pick and rolls...
 - Who has the ball (what can he do)?
 - Who is setting the pick and what can he do?
 - Angle that the screen is set...

Second Unit plays...



2 and 3 X on baseline, 4 and 5 setting screens

1 and 3 switch spots, 3 sprints to top for reversal

Doc Rivers:

- “You win with little things.” Doc
 - We had two bad closeouts vs. Lakers in game 7 (led to Fisher three and Artest three)
- Build your staff
 - They are a sounding board, not a backboard
 - It can’t be one voice
- Doc believes in an offensive and defensive coordinator.
 - You must be very secure to do this.
- X’s and O’s don’t matter if they don’t believe in what you are doing.
 - They must buy into you and the system
- You must figure out how to get them to buy in
- It can’t be about “only if it is comfortable for them.”
 - You must get out of your comfort zone to improve.
- We want more character not more characters

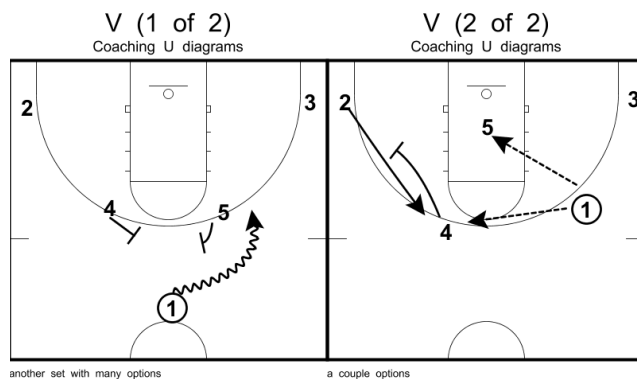
- It is about your **culture!**

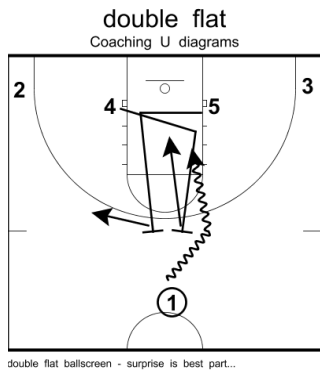
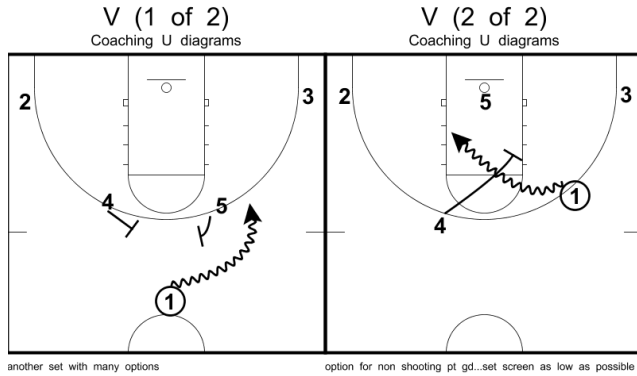
- “ATF’s” After Free Throw sets --- have a series of sets that you run specifically for FT situations

- “ATO’s” – After Time Outs --- be creative must have sets for both man or zones

- Coaching Idea --- let them design sets during practices – it creates some interesting ideas – peer pressure

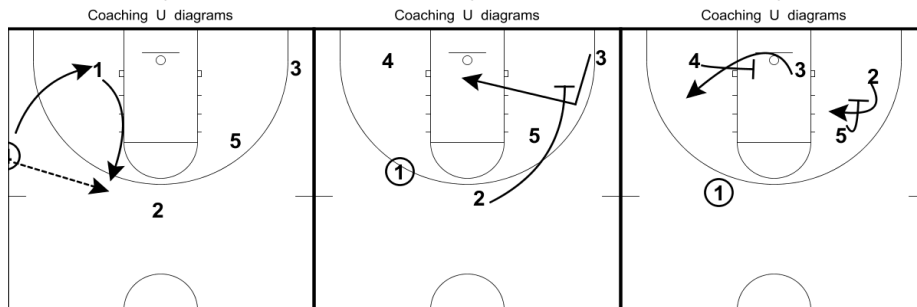
A couple sets Doc discussed...



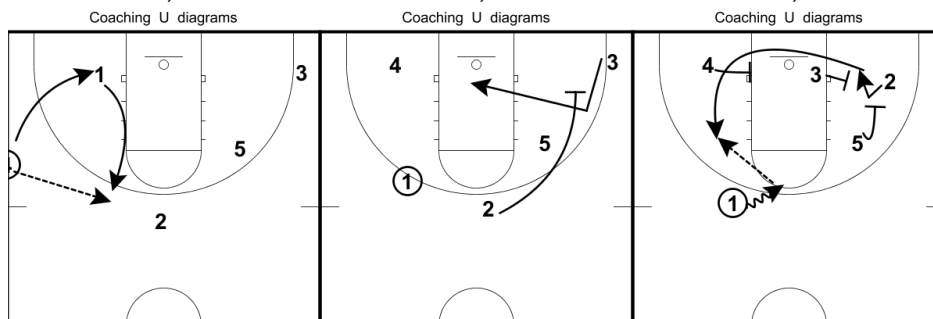


Teach your gds how to "Pull" on the ballscreens and survey the floor... read how they are defending the ballscreens

Point Loop - S.O.B. (1 of 3) Point Loop - S.O.B. (2 of 3) Point Loop - S.O.B. (3 of 3)



Point twist - S.O.B. (1 of 3) Point twist - S.O.B. (2 of 3) Point twist - S.O.B. (3 of 3)



You must sell your team on your culture and system

- Get rid of the “s’s” and surround yourself with “r’s” (character vs characters)
- The best players are always “lonely” – they get all the attention & people resent it

Overtime (Lawrence Frank, Doc Rivers, Kevin Eastman, Brendan Suhr)...

- Footsteps – follow in the people that have proceeded you – you can really learn!
- Seek wisdom from those guys that have been there.
- Set your own standards / rolls – (video players and show them throughout the season)
 - Putting it on film makes the rolls more valuable
- Put sustained thought into what you say
- You cannot BS your players

3 fights that you will have...

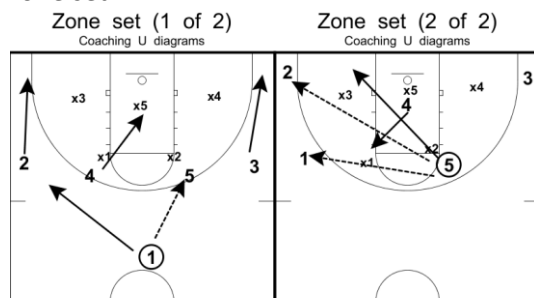
- 1) Division from within your team
- 2) Competition with opponents and yourself
- 3) Outside agents / influences (parents, other students)

- Keep selling your culture / system – do it till they buy in!
- Misery loves company
- “Lead, Follow, or get out of the way.”

Your Assistants must be...

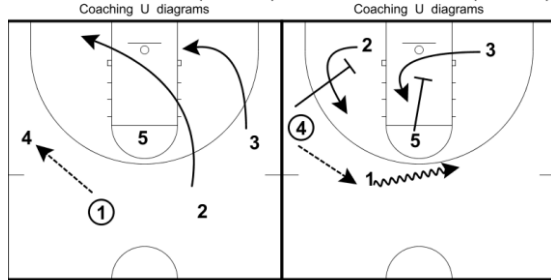
- Loyal
- Hard Working
- Don’t seek praise
- Always looking to improve team
- You got to bring the juice everyday
- Get the “fence-sitters” to work
- Must confront people that are not adhering to the core values
- Check your ego at the door
- Emotions vs evaluations
- Give solutions to problems, don’t just say the problems

Zone set...



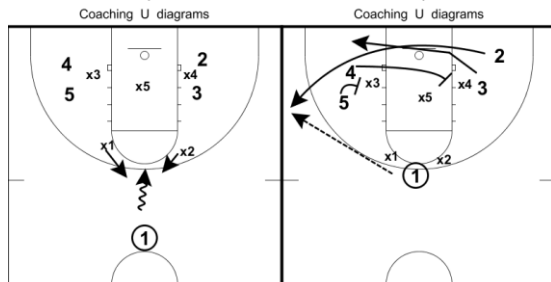
Creating an overload, can turn over with X action by posts

Zone Set - Nets (1 of 2) Zone Set - Nets (2 of 2)



This is a timing play, looking for 3 or 2 coming off screens

zone set - Nets 2 (1 of 2) zone set - Nets 2 (2 of 2)



Fran Fraschilla...

- Teach kids how to make quick decisions through drills

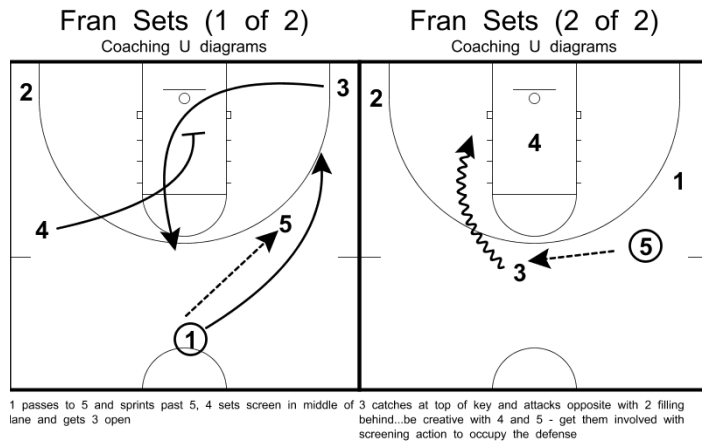
Practice Planning...

- Fight for your culture everyday in practice – practice needs to be sacred!
 - Does your team know what you believe in...
 - Your team needs to understand how important practice is...
- “Plan practice as if Bill Parcells and Hubie Brown are coming to practice that day...”
- Do you evaluate practice drills with your staff? –
- Make as many pressure decisions during the “non-decision” part of the season
 - Foul with 5 secs up 3, etc...

Do you...

- 1) Practice warm-ups
- 2) Practice timeouts / organization of TO's
- 3) Practice late game situations enough / celebrations
- 4) practice FT box outs (or offensive rebs late in games on FT's)
- 5) have an ATO (after Time out) game
- 6) have a come back team / small line up team
- 7) know the new rules each season
- 8) have an organized halftime
- 9) teach enough fundamentals

- Offense is footwork



Lawrence Frank...

- Belief, Faith and Trust
- Don't be afraid to ask for help
- You must have their heads and hearts before you have the execution
- Put your thoughts on paper – it crystallizes your philosophies

- Of the last 20 NBA champs, 13 have been in the top 5 in FG% defense – it's important!

- You must have some stubbornness. You must stand for something!
- You must walk and talk the talk everyday!
- Hold people accountable for what our culture is!

To be a good defender:

- 1) You must be a good 1v1 defender
- 2) You must a good team defender
- 3) If you can't do either you can't play!

Defensive non-negotiables:

- 1) Sprint back and get defense set – No FT's (76%) or lay-ups (61%)
- 2) Protect our paint – no middle / no paint
- 3) Close out hand & contest shot
- 4) Play aggressive defense without needless fouls
- 5) All five guys box outs and rebound

Things that you must work on daily...

- 1) Close outs
- 2) Transition Defense
- 3) Pick and roll defense
- 4) Catch and shoot guys
- 5) Scramble and disadvantage
- 6) Rebounding
- 7) Post defense

Impact situations on Transition defense...

- 1) Shot selection
- 2) Turnovers
- 3) Spacing and floor balance
- 4) Pace you play

In the NBA there is an 18% difference in contested and uncontested shots

Nets goal was to have 60% contested shots during the course of a game...

Why do you talk on defense:

- 1) It's necessary to be successful
- 2) It's intimidating – has impact on psyche
- 3) It gives you a headstart
- 4) It gives man on ball more confidence
- 5) It wakes up a disengaged defender
- 6) It catches mistakes before it happens
- 7) It energizes the defense

ELO – Early, Loud, and Often

- Three loud yells (ball, ball, ball, etc...)
- Trust the talk and trust the coverage!!!

- Positioning is a coach's fault --- this must be drilled till there is not mistakes!
- Resolve and mental toughness
- 3 guys are back for the Nets, Celtics and Magic

Transition Defense

- Get them to turn 2 times in the back court
- Pressure ball as hard as you can relative to quickness
- Load to ball in transition – create a strong side with dribble
- Think help and talk help
- Stop ball above three pt line
- Get ahead of ball and know where it is
- No buddy running

Random thoughts:

- If you get beat off the dribble the next guy cannot get beat!!!
- Show no strong side options...
- NBA shooters are 35% if contested!!!
- Open shots beat you not mismatches!
- Catch the first move / react to the second move mentality!
- Trace the ball
 - Above head – “Swarm” call – stay yin stance and really bother
 - As ball drops – 6’ – 12’ retreat step (stay an arm length)

Lfrank8@aol.com – Coach Frank’s email!

Kebc24@aol.com – Kevin Eastman’s email!

Spencer Wood – www.iceboxathlete.com – Performing under pressure

“Mental toughness does not guarantee a championship, but a lack of it guarantees nothing...”

The Ultimate Athlete...

- 1) Competitiveness
- 2) Ability to work hard and sustain intensity
- 3) Sport specific skills
- 4) Athletic ability (SAQ – speed, agility and quickness)
- 5) Clutch Performance
- 6) Sacrifice to be a part of something larger
- 7) Coping with criticism, failures, success
- 8) Ability to execute game strategy
- 9) Passion for sport / excellence – are you committed to excellence

4 C’s of mental toughness

- 1) Composure
- 2) Concentration
- 3) Confidence
- 4) Commitment

What happens to the brain under stress?

- Perceived threat leads to fight or flight reaction
- Situations in life and sports...4 things occur
 - Breathing system increases
 - Digestive system gets revved up
 - Heart rate increases
 - Muscle tension increases
- According to NBA stats – there is a 8% difference in FT’s from practice to games
- According to NBA stats – the last 2 minutes of a game the three point % goes down 13%!

- Each player has a “Hype Number” – this number is unique to each player
 - A “Hype Number” is the optimal number a player needs to be ready to play
 - You need to know each player...on a player from 1 (low) -10 (hi)
 - You’re best player might be a 3 and a guy that is a roll player maybe a 9
 - As a coach you need to know those numbers to create that atmosphere in the locker room

- Developing Clutch Performance:
 - 1) Mistake Management (no perfect games / no perfect days)
 - a. Mental Toughness
 - i. Take out the trash – you need to develop a way to cognitively get rid of the bad thoughts or image
 - ii. See it – replace trash with right image – positive thoughts
 - iii. Hear it – the mental script must be great...I’m the very best when it counts, they can’t guard me...
 - iv. Each athlete needs a couple of keys thoughts / sentences that need to put them in “the zone”
 - b. Superior Clutch Attitude
 - i. Fear of choking / failure vs. focusing on your important cues
 - ii. “choking” – absence of one or more of the 4 C’s
 - iii. Building a team culture of “stepping up” – applaud an aggressive move
 - iv. Don’t be concerned about outcome – worry about the process

The three questions all athletes need to be able to answer

- 1) Where am I now
- 2) Where am I going
- 3) How do I get there

- Check out “Iceboxathlete” on the internet!

Coach Kevin Eastman:

- Invest in your own success
- @ some point you will leave a job...do you want to just leave a job or do you want to leave a legacy
- 1 of your goals as a coach needs to be in the players top 3 most impactful people in their lives
- Leadership can destroy a team – can also create a team!
- Leadership is about building

Celtic Culture: This is everyday / not a sometime thing

- 1) Winning
- 2) Personal Sacrifice
- 3) Accountability

Make sure your culture is defined and communicated

Celtics Standards:

- 1) Respectful Communication
- 2) No Excuses
- 3) Commit to personal accountability
- 4) Do your job everyday
- 5) Always put team first
- 6) Care for one another
- 7) No pacing yourself
- 8) Eliminate jealousy
- 9) Emotional poise under pressure
- 10) Collective responsibility
- 11) Pride
- 12) Positive enthusiasm
- 13) Be on time
- 14) Trust

Pillars to build a team

- 1) Talent
- 2) Character
- 3) Work Ethic
- 4) Focus

Get into your players...

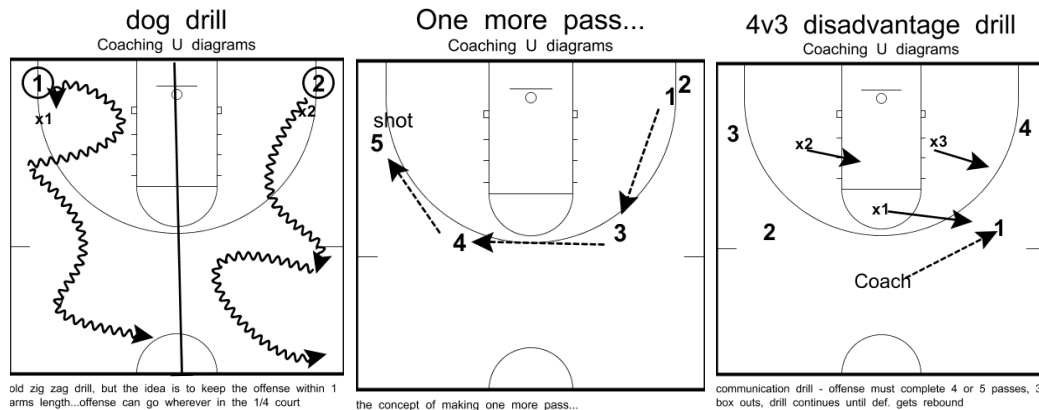
- Battle for mind space
- Battle for heart space

You must get to heart then get to their minds

Open door, open heart, open ears, etc...

Creating a buy in...

- Know your system – this can lead to respect
- Thoroughly study your system 0 give them answer before they ask
- Catch them doing something right – they like to hear praise!
- Educate them on their label – everyone has a label (shooter, athlete, etc...) you must be truthful
- Tell them the truth!
- It's not what you know it's what you bring! (work your butt off)



Why do recruits tell us no? Think about the buy in!

Defense is multiple efforts!!!

Charles Klask: Orlando Magic Scouting Information Manager...

- Go find your niche! What is your strength!
- Stan Van Gundy
 - Proof, evidence, facts and figures
 - “No voluntary Championships, they’re mandatory”
 - Research it thoroughly with objective data
 - Work capacity and insatiable desire for perfection
 - True understanding of what is required to win
 - “Championship Nature (hard) vs Human Nature (easy)”
- 4 Things that separate players
 - Head – bball IQ
 - Heart – can’t be measured but it’s known
 - Body – physical tools
 - Skills – talent / developing
- Random Thoughts:
 - Chart paint touches on post feed or penetrations
 - Chart number of ball reversals
 - Have mini goals for each game (no rim run dunks, no uncontested 3’s, etc...)
- Know how your players learn – teach to their strengths!

Cklask@orlandomagic.com – Charles Klask’s email

Brendan Suhr:

“Coachmanship” – merging of coaching, managing, and leadership

Leadership – this is where we are, this is where we are going and this is how we are going to get there!

- It is about the players
- If you’re a leader – you must have a relationship
- You get jobs through networking and relationships

Managing – how do you put players / people together

Talent evaluation

50/50 is the best you’ll be....

“chase the dream not the competition!” Susan Boyle

Coaching...

- When you are coach under pressure (end of games, big games) you’ve become a leader
- Develop your brand
- Be innovative
- Do we have quality
- Do you have excellence
- Our players are our costumers
- Our parents are our costumers
- Our refs are our costumers
- Our administrators are our costumers
- You must coach each player separately!

- Triangle of Trust
 - Like, respect, Trust
- How do you get players to unlock their potential

Ask 2 questions of all your athletes...

- Are you coachable?
- Can I tell you the truth?