COACHES ACADEMY 2009
Saturday, September 12, 2009
Poly Prep Country Day School
9216 7th Avenue, Brooklyn, NY 11228

Check in and Registration Begins at 11am
Snacks and Beverages from 11am-12noon

12-1pm
Buzz Williams, Head Coach, Marquette University
Directed MU to a 25-10 overall record in 2009, including a school-record 12 Big East victories
‘Man to Man Defense’

1-2pm
Bobby Gonzalez, Head Coach, Seton Hall University
Record of 127-77 in seven seasons at Manhattan, including two trips to the NCAA Tournament
‘Full Court Pressure Defense’

2-3pm
Sean Miller, Head Coach, University of Arizona
Career head coaching record of 120-47, a .718 winning percentage
‘Zone Offense’

3-4pm
Complimentary Lunch

4-5pm
Kero Davis, Head Coach, Providence College
2008 AP National Coach of the Year
‘Cutters Offense’

5-6pm
Norm Roberts, Head Coach, St. John’s University
Native New Yorker, 2009 CBI post season appearance
‘Half Court Sets and Quick Hitters’

6-7pm
Jay Wright, Head Coach, Villanova University
Two-time Big East Coach of the Year; 178-91 (.662) record as head coach of the Wildcats
‘Skill Development for Guards and Posts’

Online registration & additional information and can be completed at www.newheightsnyc.org. Please reach out to Kimani Young, Athletic Director, with questions at kyoung@newheightsnyc.org or (c) 212.426.4667 or (c) 718.974.7110.
“MAN TO MAN DEFENSE”

-“I’m not a coach. That’s the last thing we are in this profession. The first thing I am is a teacher and, therefore, a mentor.”
  »Talk about life with your kids

-“I don’t think the game is hard, it’s simple. We make it too complicated. We should always be looking to simplify it for our kids.”

-What’s the code in your program?

-Will watch tape of last year’s individual workouts on this date to get a feel for where they were at last year and what they were teaching (On September 12, 2009 he will watch tape of the September 12, 2008 individuals).

-Coach in soundbytes. That’s how kids’ minds work now!!!
-We try to put a picture to everything we say in our program. For example: with screening it’s “Pop Your Feet” (Jump stop into screen) & “First Down to Rim” (Roll hard to rim with hand calling for ball—like a football ref signaling 1st down)

-“The voices you’re players hear determine the choices they make.”

-We work so hard on establishing the terminology of our program.
  »We want short quick phrases—soundbytes
  »We want our players hearing one set of terms. We don’t want them hearing something from the head coach and hearing something different from an assistant coach and hearing something else from a teammate.
  »Colors on ball screen defense calls (“Black,” “Blue,” “Gold”). They’re short, quick and doesn’t tell the offense what we’re going to do.

-Teach your players to 1. Play more than one position 2. Pass, dribble and shoot (and guard the dribble).

-“Toughest guys win”

-Post defense: “Wall ‘em up.” Chest the offensive player up with your hands straight up in the air.

-Jumping to the ball: Butt to ball, belly to man, hand in passing lane, closer to the ball than your man.

-Only time you should throw a bounce pass is on a 2-on-1 break and on a post feed.

**Drills:**

**Zigzag:** From baseline to baseline, offensive player works to bring the ball up court against defensive pressure while staying within the sideline and lane line (The offense’s goal is to go across the width of this surface 6 times by the time they reach the opposite baseline). The defensive teaching is “Nose to Outside Shoulder”
**Canadian Zigzag:** After defending the ball handler for the full court, upon reaching the baseline, the defensive player turns around and plays defense on a new offensive player stepping on.

**Manager 1-on-1:** 2 managers/coaches (or chairs) stand 35 feet out from baseline with one about 7 feet removed from sideline and the other about 8 feet away (15 feet from sideline). On coach’s “Go,” the defensive player sprints to run around the chair closest to the middle of the floor while the offensive player starts with the ball and dribbles around the chair closest to the sideline. Once around the chair, the offensive player attacks the rim and the two play live 1-on-1.

**Inside the Three 1-on-1:** Two players begin underneath the hoop. The defensive player begins with the ball and he dribbles to any spot inside the three point arc to place the ball down. Once the ball is placed down, the offense runs to pick it up and the two play live 1-on-1.

»Variation: Emphasize toughness by putting restrictions on this, forcing the defense to put the ball in the paint. Tough players will find a way to prevent a score in this situation.

**Dribble, Cross, Dribble, Throw:** A ball handling drill that aligns 2 players across from each other (about 3 feet apart). Each player starts with the ball in his right hand and on coach’s “Go” they dribble once with their right hand before crossing to their left. They make one hard dribble with their left before throwing a pass with that left hand to their partner. The partner catches the ball and the process begins again (right hand dribble, cross, left hand dribble, throw).

**Turn & Run 1-on-1:** Drill starts like a zigzag drill but the defense allows the offensive player to beat him off the dribble up the sideline. The defensive player works on his speed recovery to get back in front (Teaching soundbyte: “Chin to Shoulder point”). Once the defensive player gets in front of the offensive player, the ball handler throws the ball to a manager/coach at the top of the key. The defensive player now jumps to the ball and on the offensive player catching it again, they play live 1-on-1.
“FULL COURT PRESSURE DEFENSE”

-“The better your players, the smarter you are.”

-Figure out who you are as a coach, both philosophy-wise and personality-wise

-You can’t be good at everything. Pick 2-3 things (maybe 4) to answer the question “What are we going to hang our hat on?”

-“It’s not how much you know, it’s what you can convey to your players.”

-“We don’t always run the best stuff, we don’t always have the most talent, we don’t always play as smart as we should, we don’t execute nearly as well as we’d like, but one thing I demand is that we play harder than the opponent.”

-Teach with the bench. After all these years it’s still the best disciplinary tool. The worst thing that can happen to a kid that truly loves the game is to sit down. This is the best way to get a kid in line.
“Recruiting can help you get your job, but your coaching will be the thing that allows you to keep it.”

“It’s more important to coach attitude every day than X’s and O’s”
   »Teach your players to maintain eye contact, how to dress, how to have a proper handshake, how to be respectful.

-Kids will respect you for disciplining them. They secretly like that you hold them to higher standards than they hold for themselves.

-You can’t fool kids. They will see right through you if you’re fake and you don’t have their best intentions in mind. They won’t play hard for you.

-Best thing you can do for a kid is to take the time and work with them on their game.

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**8 Areas to Cover During a Timeout**

1. Who has possession and where is it? (“Where’s the ball?)
2. What defense are you in? (Matchups?)
3. What offensive set are you running?
4. Foul situation (Are you in bonus? Is anyone in trouble?)
5. Timeouts remaining (Chris Webber rule)
6. How are you handling ball screens?
7. How are you guarding the post?
8. Time and score

-Last play of the game and you need a stop: put the 5 toughest kids on the floor. It doesn’t matter if they’re not your five best defenders, just your five toughest. So often those last game situations come down to pure toughness. “A tough kid will find a way.”

-Last play of the game and you need a score: know who your go-to-guy is and get him the ball. Your “Closer” doesn’t necessarily need to be your best player (On NYC playgrounds, the saying is “There are a lot of guys with 19’s and 20’s in them, but not many with 21’s in them” meaning it takes a special player to win a game—a traditional NYC playground game is to 21).
Offensive Philosophy: simplicity  Defensive Philosophy: complicated
-The problem with being on top is every 24 hours, the world turns upside down.

-Bricks and Saves concept: the first 3 weeks of practice Seton Hall will tally this every day. You get a “brick” for doing one of 8 negative things that have been designated before the practice (missed assignment, turnover, no box-out, etc.). You get a save for doing one of 6 positive things (assist, deflection, etc.) At the end of practice, these are tallied up and if you’re in the negative, you need to do a 30 second lane slide with a brick in each hand (If you’re -6, you need to do 6 of them). This is a great way to hold your guys accountable in practice when there are no games going on.

-The best time for threes are off offensive rebounds and off of steals.

**Pressure Defense:**

-We’re not adjusting to you, we’re going to come at you with a knockout mentality.

-A press can be a great equalizer.

-It’s great in terms of scouting and preparation because we work on this for 15 minutes every single day of the year and a team is trying to prepare for it in 3 days.

-Players aren’t as comfortable when the game speeds up. Pressure does funny things to people.

-A press gives a team a significant amount of spurtability.

-If you want to play this way, you need to be committed to it—15 minutes every day in practice and you need to be THE BEST conditioned team in your conference.

-Will adjust press according to scouting. If playing a great point guard, maybe double him and force him to give it up or get him into a speed dribble and run a guy at him. If the opponent has a big taking the ball out, allow them to throw back to him stepping in because we’ll shut everyone else down with denial and force him to make a play bringing the ball up the court.
-“We love playing against teams that don’t attack our pressure to try to get easy baskets because if the offense is holding the ball and waiting for us, we’re not giving up anything at all.”

-Fouling in a press will kill you.

-Positioning and awareness are both more important than quickness. You CAN run a press if you don’t have quick kids.

-The basis of all teaching for a press defense is the ability to guard the ball. Our press starts with pressure on the ball.

PFC: Pressure, Force, Contain

-Break everything down in a press to a series of breakdown drills

2-on-2 Breakdown: An offensive guard stands at elbow being guarded by defense while another offensive player is taking the ball out. The defensive player guarding the inbounder has angled his body to deny the pass to the middle or “long side of the floor.” The defensive guard is on the offense’s inside shoulder to force him to the strong corner to catch the ball. On the catch, the off-ball defender jumps to the ball and gives the on-ball defender support.

  »The on-ball defender is doing one of two things. He is either pushing the ball handler up the sideline or forcing him back to the middle to set up a trap with the other defender.

3-on-3 Breakdown: The drill is the same as the 2-on-2 breakdown, but now an extra offensive (and defensive) player is placed at half court (strongside). This defender should climb up the line towards the ball while keeping a hand in the passing lane. If the ball is pushed up the sideline, this defender is making the decision to commit to a trap or simply stunting at him and recovering back to his man (The offense is not allowed to throw it over the top considering that in a real game a defender would be back there).

4-on-4 Breakdown: This breakdown runs the same as the 3-on-3 but another guard is added at the other elbow. This defender will patrol the middle of the press.
4-4-4: A competitive pressing drill that does a great job of working on the front of your press, 4-4-4 is a 3 team drill (White, Blue & Skins). The drill starts with 2 4 Whites at half court (one player has a ball) facing 2 Blue defenders. On the other end are 2 Skin defenders while at each side of half court there’s one Blue defender and one Skin defender (the Blue players are up first as they prepare themselves to sprint in to join their teammates who are trying to hold up the White 4-on-2 attack until they arrive). White starts with the ball at half court going against 2 Blue defenders. Once White crosses half court, 2 more blue defenders (situated at the half court/sideline intersection) sprint to the half court circle to join in and make it 4-on-4. On a White make or a Blue defensive rebound, White is pressuring Blue as Blue tries to transition to the other end where there are 2 skins waiting for them. Once Blue crosses half court with the ball, 2 more skins (situated at the half court/ sideline intersection) sprint in to nullify the advantage situation and make it 4-on-4. On a Blue make or Skins defensive rebound, Blue is pressuring Skins as they transition to the other end (where 2 Whites are waiting with 2 more ready to hop on.
Z O N E
OFFENSE

-“Love the game, treat it right and do a service to it by teaching your kids how to play.”

-The problem with zones is that it can change your offense into a jump-shooting offense and it becomes something that doesn’t even resemble the way you attack a man-to-man.

-Keep an eye on the number of threes you take versus a zone because what happens is that the occasional 3 point shooter starts chucking them against a zone because he’s open.

-Pay attention to offensive floor balance because so often bad rebounding stats are a result of the offensive alignment. While watching game tape, pause as the shot goes up and ask yourself “do we even have a chance to get an offensive rebound?”

-We post our bigs on the 2nd marker against a zone because this position is harder to defend for the bottom defenders than if he were right on the block. By
him being on the 2nd block and conceivably between the two levels of the zone, this causes confusion for the defense.

-“Our zone attack is very inside-oriented and there is an incredible emphasis on getting the ball out of the net and into the point guard and pushing the pace. Our early pace really stimulates our action. We make them prove to us that they’re good at getting back in defensive transition.”

4 keys to beating a zone:

1. Try to beat the zone down the floor- can we get a great shot before they get back?
2. Get the ball to the logo (the area right below the FT line where the conference logo is on college courts)
3. Identify your 3- it should be the same as against the man-to-man, but stress to your players what’s a good 3 and what’s a bad 3.
4. Offensive rebound- the opportunity is too great to pass up, hammer a zone on the offensive glass.

-Advance Pass concept: an advance pass is any pass made to the wing by the point guard before he crosses the half court line. There are 2 types of these passes:

   1. “Up the Street” An advance pass to the strong side of the floor (If the pg is bringing the ball up the right side of the floor, a pass thrown to the right wing).
   2. “Across the Street” An advance pass to the weak side of the floor (If the pg is bringing the ball up the right side of the floor, a pass thrown to the left wing).

   »You must give your point guard the freedom to change sides of the floor with the ball. Too many coaches restrict their point guards by telling them to play in a straight line.
   »With this early pace, about 5 times a season the point will be able to lose his man and transition and get what we call a “Roadrunner Layup”
Diamond Formation:

You want your zone transition attack to be in a diamond alignment between the 1, 2, 3 and 5 (rim-running)

-Miller wants the trailer going to the top of the key as the trailer because on reversal, he wants the ball to be in the middle of the floor.

-“Against a zone, you don’t stand, you steal.”

Wheel Motion:

-1 passes to 2 and cuts through to the weakside corner.

The ball is swung to the top of the key and then to the opposite wing. After passing to 3, 4 cuts behind the 5 who has flashed to the strongside post. On 3’s catch, he makes a straight line drive to the elbow while 1 circles behind from the short corner to the wing. 4 assumes the short corner spot 1 vacated.
-“Ping Passing” concept: an option that’s open often out of this is the 1 hitting the 4 man in the short corner and the 4 hitting the 5 man rolling right to the rim from his post position.

»Ball Screen variation: 5 can step up to ball screen for 1 on the catch off the throwback.

-If the wing continues to throw back to the wing filling, this can be a continuity, but also options can be explored on the weak side of the floor. As 3 makes the crosscourt pass to 2, 5 and 4 run a “X sequence” where 5 moves to the opposite block and 4 moves to a spot to seal the weakside defender to create an opportunity for a corner of the board pass from 2.

»If 4 is unable to seal and the defender gets inside of him, he should screen outside for the shooter in the corner (1) for a skip pass opportunity.

Horns: zone offense for an odd front zone (3-2, 1-2-2, 1-3-1)

Post Sequence:
1 throws to one of the posts while the other post dives to the middle of the floor, button-hooking in front of the defensive player for a middle of the paint catch.
Corner Sequence:
1 throws to 2 while 5 dives to the block and 4 heads to ballside elbow. On a catch, 4 is looking to be a player and drive it if he can or quickly fire a quick skip pass to 3 lifting out of the corner.

-If 1 cannot enter to either the post or the elbow, 2 throws to 1 who dribble reverses the ball and passes to 3 drifting out of the corner. 4 and 5 run something similar to the “X” seen in “Wheel” as 4 dives to the block and 4 looks to seal the weakside bottom defender.

“Eagle”
Lob play for dunk versus zone. Throw to your athlete on the right wing (4). As 4 reverses the ball back to 1, 5 is stepping out set a back screen to set up the lob.

“Double Eagle”
A zone play to run for your shooter. Through scouting teams will have identified your “Eagle” as a lob so they be calling out “lob” on any mention of the world “Eagle.” In this diagram, 1 is your great shooter.
-Across across to 2, instead of setting a back screen for 3, 5 sets a flare for 1 while 3 is running to the rim pointing to the air acting as if he were calling for a lob. While he is not screening, this will occupy the bottom defender as he defends against the lob.
"CUTTERS OFFENSE"

-Spent 12 years as an assistant before getting his first head coaching job and he used that time to learn from several different coaches and really craft what his philosophy was going to be as a head coach—he didn’t wait until he got the job to define what a Keno Davis-coached team would look like.

  » “I spent much of this time thinking, ‘what’s hard to defend?’ and that’s easy: the dribble! (Especially with the contact they allow down low and their quick whistle up top) So what I try to do is spread the defense and make them guard the dribble.”

-Wants decisive movement from his guards to get down the court quickly. PG is calling for the outlet and trying to catch it on move while the wings are sprinting to win the foot race down the court.

-Teaches his players that they don’t necessarily need numbers on the break (a 2-1 or 3-2 advantage situation) to attack. If it’s equal (say a 3 v 3 or a 4 v 4), they’ll attack because there is the possibility of mismatches and there’s more space provided to the offense than in a regular 5v5 situation where a defense can come down, get set and get in their matchups.

-“It’s your job to let your players know what shots you want them taking. If a kid takes what you perceive to be a bad shot in a game, but you haven’t sat down and told him his range, that’s your fault.”
»Rarely gets on players for poor shot selection because he wants his players to play with freedom rather than looking over at the bench, Davis is more concerned with them giving full effort than anything else.

-How do you create mismatches? 1. Push the ball 2. Ball Screen (Bring the opponent’s weakest defender away from the basket to guard a ball screen).

-Put your bigs so low on the baseline (in short corner) that his man has to get so deep to see both man and ball (when ball is on weakside) that he is under rim and essentially unable to help on any drives (This alley position is also tremendous for offensive rebounding as he can jam in on his defender and seal him for any weakside misses).

**Cutters Offense**

-Crafted after his father’s version of the flex (slightly altered)
- Loves the offense because it gives the players so many options

The offense is like the Flex in that it is initiated with the guard to guard pass, but unlike the flex, the screener steps out to set the screen (nearly to the 3 point line) for 2. 2 has the option to use this screen or use the down screen 1 is setting after making the guard to guard pass. If 2 elects to use the cross screen, 5 uses the down screen set by 1.

On a quick swing of the ball in which the ball goes from guard to guard to wing, 4 joins the action to give 2 the option of using the single “Flex” screen set by 5 or the double stagger set by 4 and 1. Again, if 2 elects to use the single, 5 uses the stagger.

Special Situations
“We take pride in our Underneath OOBs (Underneath Out-of-Bounds), this is a chance where we can steal some points. We’re not thinking ‘just get in.’ We’re trying to score every single time.”

- You need Underneath OOBs with multiple options and reads.
- You want to create situations where your last screener is stepping off his screen right into the basket.

- The problem we run into at the college level and you will to a certain extent at the high school level is finding a way to counter all the scouting. We do it ways:
  1. All Underneath OOBs are out of the same set.
  2. Our players huddle before each situation and make the play call there

Underneath OOB vs Man-to-Man:

“Screen the Screener”
Norm Roberts
St. John’s University

“HALF COURT SETS & QUICK HITTERS”

“Up”
2 screens outside for 4 and then receives a down screen from 5. On his catch 2 is looking to rip and go right.

“Zipper + Curl”
2 runs a zipper cut off 5’s down screen. On 2’s catch, 4 is setting a pindown for 3 to run a tight curl (he should off the cut with a postup). 4 is often open on this as his man helps on the curl cut.
“Out”
Roberts showed similar play called “X” which also started with a box alignment. In “X” there were 2 diagonal screens set (5 screening for 2 followed by 3 screening for 4).

“Low”
3 runs between 2 and 5 to the left wing. On 3’s catch, 2 and 5 set a double cross screen for 4 flashing to the low block for a quick post up.

“Curl” (Versus 2-3 zone)
-When running back to the ball in a press breaker, your big can’t run in a straight line. Teach him to angle in to the middle of the court before breaking out towards the sideline.

BLOB:
“Screen the Screener”
3 moves diagonally to set a back screen for 4 as 4 runs to the weakside block. 5 sets a screen for 3 who turns to receive a pass from the inbounder.

“Turn” (versus zone)
4 is at the front of the stack and turns towards half court acting like he was the safety valve. 2 cuts to the corner while 3 heads directly to the ball. Once around 3’s back, 4 cuts to the hoop to look for the high pass from 1. The key to this play is 5 occupying the middle defender of the 2-3 by posting hard underneath the hoop and calling for the ball.
Jay Wright
Villanova University

“SKILL DEVELOPMENT FOR GUARDS AND POSTS”

-Teach your players skills to use when the game slows down (transition opportunities decrease in the tournament).
  » “Players play too fast. Slow the game down for them.”

-It’s interesting to note that 4 out of the 5 HOF inductees this year were really old school basketball people (Jordan, Stockton, Sloan and Vivian Stringer). All 4 stood for passion, commitment and respect for the game (all 3 are things missing from many of today’s players).
- Teach your players habits to make them the most successful in the most difficult of situations.
  » “What kind of habits will make us successful on the road at Uconn?”

- Ask your players, especially your scorers, “What can you do to help us win if your shots aren’t falling?”

- “The most open you’re going to be is when you first catch the ball”
  » Catch and think shot.

- “I’d rather have my guys catching like a shooter and maybe some ill-advised threes than having my guys scared to shoot.”

- New practice facility’s walls read ATTITUDE on both ends. On one side, it reads “Defend Rebound Run Execute” while the other side reads “Play Hard, Play Together, Play Smart, Play with Pride”

- Don’t be afraid to work on your player’s free throw shooting. It takes a lot of shots to really improve as a three point shooter, but players can improve significantly in a short time in terms of their free throws.
  » “Sell your players on how quickly they can improve in this department and what it can do for their scoring average and for the team.”

- The last 2 years Villanova has adopted a concept Wright picked up from the European teams while coaching USA Basketball in Argentina. All European teams go twice a day with the morning practice being strictly a shooting workout and the afternoon practice being the team work. Wright credits the morning shootings for his team leading the country in free throw percentage.

- “Attitude is a huge emphasis for us. The only thing we can control sometimes is our attitude.”
  » Every team Wright has ever had has ended their huddles with “1-2-3-ATTITUDE”

- “Your individual workouts should be your offense broken down into several different segments. Each drill should be a different part of what your players can come to expect in the offense. It’s important that your players understand how the drills you do in these individuals translate to the game.”
  » Show them in your offense where the skillwork comes in.
-To get the players comfortable in the 4-out/1-in alignment and thinking catch on each shot, Villanova starts all individuals with 4 players around the perimeter passing and cutting at game speed. Wright emphasizes looking to shot on each catch.

-Players have to be able to use both feet as their pivot foot just because that there are so many times in a game where you can’t dictate your pivot foot.

-“Wing Catch Sequence” A line of players start on each wing, the first player in the line makes a v-cut to the block before popping back to the wing area to use an inside foot pivot on the catch (a 1-2 step; stepping with the right foot first and then the left foot on the right wing rather than jumping behind the ball) thrown by a coach at the top of the key.


-Finishes:

  “Bully” land on a 2 foot jump stop and extend to rim.

  “Hop Jumper” land on 2 foot jump stop and extend high to shoot jumper. Really emphasize the high release way above their head. They have so much momentum coming down on the drive and jump stop that they shouldn’t need any legs to shoot this shot and it should be all wrist.

-“Bradley Jumpers” A good warmup drill with one shooter taking short jump shots around the paint. The shooter starts with the ball extended above his head at his release level. The player jumps three time, firing hard off his toes, while finally shooting on the third jump. Rebounder passes him the ball and he goes again, jumping 3 times (shooting again on the 3rd jump).

-Continuous 2-on-2: A coach stands at the top of the key with an offensive player at each wing and 2 defensive players in the lane (aligned in I information). The defensive players are matched up with one of the wings and when the ball is thrown to the left wing, his defender moves to closeout on the catch while the other defender assumes a help position in the lane. They play live 2-on-2 and on a make, the offense throws the ball out to the coach and assumes the offensive positions again. On a miss, the defense grabs the rebound, throws it out to the coach, and steps beyond the three for a catch to play live 2-on-2.
YOU WALK IN THE GYM AND DO ONE OF TWO THINGS: YOU EITHER CREATE GOOD HABITS OR YOU CREATE BAD HABITS

- “Pick apart everything your kids do in practice by holding them accountable for every little thing then give them freedom during games and you’ll be satisfied with the results.”

-Posts: seal by stepping across the defensive player’s top foot while keeping chest squared to pass.

-Posts: You’re not posting on a spot, you’re posting in front of the defender. Find the contact!

-Postup Drill:
  Posts start off the baseline and throw to the coach on the opposite wing before making a hard v-cut to the block. Establish a go-to move and a counter move for each of your post players.

  Variation: High post flash.

-Posts: “Baseline to score, middle to explore.”

-Work with your posts on their ability to change direction with the ball on their roll off a ball screen. Good teams will not give up a straight roll and dunk so work with your posts to catch on a jump stop. Work with them on pivoting to the middle of the floor off this jump stop and putting it on the floor once to finish on the other side of the rim.