

2012 Women's Basketball Coaching Association  
Final Four Convention Selected Notes  
March 30 - April 3, 2012

Compiled by:  
Nova Southeastern University  
Women's Basketball



2012 WBCA Convention- Denver

Matt Bollant- Illinois

“Offensive strategy and teaching points”



- Doesn't teach footwork coming off the screen, only teaches if the footwork is done, you can take the shot. Doesn't care how they get it.
- Puts someone in charge of getting everyone together for team activities. Thinks this is what made his offense so effective this past year.
- Don't allow your offense to be run in the outer thirds. Put an emphasis on running the offense in the middle of the floor.
- Put your worst perimeter player as the 5 man.
- Put a message on your passes. "shoot it".
- Any and all dribbles are rim dribbles. Don't dribble to spots. Dribble to rim.
- Running handoffs / oxy's / quincy's on the elbow is hard to defend.
- Recruit great character. Once you sacrifice that, your program is in jeopardy.
- Coach any way you want to as long as you care. They will read right through you. Coach because of who they are, not what they do.
- Keep raising the bar every day. The gap between the bars is the struggle. You can practice every day and it can be easy. Every day. But it is hard to grow when everything is easy.
- 5 P's: permanent, persuasive, personal, project blame, parents/asst coaches. Confront and challenge these 5 P's. Your assistant coaches can't avoid this. Protect your HC.
- Girls want to be heard, boys want to be right. If girls are heard, they will think they are right. Good thing for assistants to know. Don't give your athletes an outlet or escape. Protect the HC.
- Togetherness starts with the staff. Your inner circle can make or break this.



## Eric Kapitulik- The Program

### “Creating and sustaining championship cultures”

- Leaders 1.) take care of teammates 2.) accomplish the mission.
- Taking care is making every decision with your teammates best interest at heart.
- The Program doesn't care about sunny and 70 degrees, they care about the storms.
- “Leading by example” is a phrase that automatically lowers our standards.
- Teammates 1.) set high examples. 2.) demand and help everyone reach a high standard.
- Standards 1.) mentally tough. 2.) no excuses. 3.) work hard.
- Most talented isn't necessarily the best fit for our program.
- Traits that describe our team: selfless, physical and disciplined.
- Why teach culture? They recruit who represents them. 1 out of 200 teams are on the same page with what it means to be one of us.
- People – standards – commitment.
- Goals are different from standards. What we will be is different from who we are.
- What does it mean to be one of us- standards reinforce that, everything else is a goal.
- We command, coach and mentor.
- Commitment comes from the entire organization.
- Everything that happens or fails to happen is your responsibility.
- Leadership isn't one-size fits all; coaches lead by what motivates the best.
- Don't use class as an excuse- they are all players and will be asked to do things at a certain point.
- Captains lead in the summer. If players aren't ready- you aren't a captain.
- Idea that the team picks the captain...the most important decision of the year in the hands of the same people who you are teaching your standards. Doesn't seem to fit?
- Freshman through senior can be captains. Idea that for 2-3 years they have no responsibilities and then step into a leadership position?
- Toughness- it is in our nature that when we are down to keep fighting. It is American.
- Mental mistakes- physically tired, nervous, unintelligent and the last way is a combination of the first three.
- Best training for nervousness is game situations. Experience. Make them nervous in other situations. Armed forces do this and call it simulations.
- Number one fear in America- public speaking. Have them give brief speeches on what it means to be one of us.
- The unknown makes them nervous. They know exactly what we do every practice. How about at 3:00pm you write, “get ready” on the board.
- Strength and conditioning coach effects mental toughness the most on any campus.
- 10-15 years ago the phrase from strength coaches was “no pain, no gain.” Science shows now that doesn't work. However, the pendulum has swung too far in the other direction.
- Reconnaissance Marine 1 day test. No clue what to expect just told to pack a bag. You fail if you fall 100 yards behind the main group. Last leg is a 2 mile run but you have to pass the building where you started and continue on for the last half mile. When you pass the building the group drops by almost 90%. Huge mind trick.
- Players want to be told what to do, not what they are doing wrong.
- As a HC, delegating time is most important.
- When recruiting freshman, prepare them for a different level of work.
- Naming a captain is completely different than having a captain demonstrate skills that leaders have.

Western Michigan

“Competitive Practice Drills”



- Constantly reinforces mental toughness
- What's more important? Effort or result. Must have attention to detail in every drill.
- Appoints assistant coaches to do certain drills.
- Key: Energy. Starts with you. All day, every day.
- Everyone wants your job, don't complain.
- Don't pout because HC wants it done a different way than your way.
- Key: Players Energy. Especially the players at the end of the line. Constant reinforcement.
- Student Manager's Energy. Getting paid to study or work the clock ... with energy.
- Implement a refuse to lose mindset. Make them hate to lose, consistent punishment in drills or else you will be called out. Make rules easy enough for you to follow and coach at the same time.
- Stat practice as much as you can during practice. Immediate feedback to players.
- Make shell drill goal-oriented. Need 7 stops out of 10 possessions, etc.
- Deadball drill: after turning the ball over a record times the day before, did this drill seven times in a row the following day... pass and cut in operation area. Need 40 catches with no dribble. Offense gets 3 points on backdoors.

Eric Ely  
Oregon State University  
"Recruiting"



- 1. Staff
- Unified. Starts with the HC. Know what the HC wants. HC has to clearly communicate that to the staff. Do things that aren't work related to get to know each other. Agree to disagree on some players. Work ethic=blue collar. Got to have a tremendous amount of passion to be an effective recruiter.
- 2. Talent pool
- Funnel technique. Lots of names at the top especially in July. Key in on people and provide likes and dislikes. Find out a lot of info in July especially when you start talking regularly. Always start in your own backyard. Have to have a sufficient pool. Have your own set of reality checks and move on. The past is an ugly place to live.
- 3. Organized effort
- Take advantage of your entire budget. Market camps to increase recruiting especially if recruiting budget isn't there. Try to host as many AAU tourneys or coaching clinics on your campus to show off your facilities. Market to your alums. Subscribe to national scouting report. Its free! Plan your work and work your plan.
- 4. Win/Loss on PSA's
- Kids change their minds. Take your wins and losses with class. 167 Div 1 transfers last year. That's the nature of the business.
- 5. Balance and avoiding burnout.
- Find people outside of your work and converse with them. Get in on the academic side of your campus and meet and greet people. Attend lectures and events held on your campus.

## Assistant coaches roundtables

Harvard HC- Kathy Delaney-Smith, Bellarmine- Dave Smith, Hofstra- Krista Kilburn-Stevesky, and others.

### Coach Delaney-Smith-Great assistant's must:

1. Loyalty- that's found out before you're hired even through HC's mistakes.
2. Sense of humor
3. Initiative and work ethic- take risks even if you fail.
4. Energy and passion
5. Confidence- handles criticism.
6. Communication- talk and listen and know when to do both effectively. Get a feel for your HC.
7. Recruiting experience- young coach, great personality is just as good as an old coach with a network.

### Coach ?? – Great assistant's must:

1. Players have to see synergy between you and the HC
2. Communicate- even if it is bad news.
3. Know what kind of player can excel under your HC.
4. Be low maintenance.
5. Get organized.
6. Managing up- foster relationships with other HC's and administrators.
7. Be the first one in and the last to leave.
8. Look for opportunities to work with players.
9. Be willing to share your ideas.
10. Work to your HC's strength.
11. Know social media outlets.
12. Development- be a self-starter. Don't just to the minimum.
13. Improve your teaching methods- every player is different.
14. Get experiences teaching the entire team.
15. Pick 3-5 major things to get better at.
16. Renegade roundtables- get a group of friends and each one discusses a topic. It's free.

### Coach Kilburn-stevesky- Great assistant's must:

1. Trust doesn't come on day one. Have patience.
2. Come in and be proactive. Find it yourself. Don't wait to be asked. Be aggressive. Work hard, not hard work.
3. Communication.
4. Say we.
5. Commitment.
6. HC's hire people that challenge them. Think you know someone until you work for them.

### Coach Smith- Great assistant's must:

1. Accept that there is a lot of stuff you won't know until you are a HC.

2. The job you have right now is the best job you have. Every day.
3. The X's and O's are the easiest part.
4. Always think...what can I do to make the HC's job easier.

Miscellaneous points on great assistants:

1. Under job description- honest, faithful, energetic, passionate. Use those words.
  - a. What can you teach?
  - b. People skills...interact in any environment
  - c. Loyalty
2. Have a plan- think about where you want to be.
3. HC's lose jobs because the people around them.
4. Dream jobs don't come because you are qualified; they come because you are overqualified.
5. Brandon Schneider toured colleges during the summer and worked camps to learn from different coaches.
6. The lifelong assistant-being a HC doesn't necessarily mean moving up.
7. Confidence comes from being prepared.
8. Meet with a life coach before taking a job, just to get your values down.
9. Get on the phone. Make and keep contacts.
10. Talk the same terminology as your HC.
11. First day on new job- take a lot of notes!! Carry a notepad. Don Meyer reference.
12. Sometimes the best thing is to just be quiet.

Seattle Pacific- Julie Heisey

“Leadership in players”

- Jeff Janssen’s leadership manual. Copies pages out of it and does it as a team.
- Lead by example first- players are used to everybody doing it for them.
- Always maintain poise and confidence.
- Refocus when you get rattled.
- Communication at practice- confirm and reinforce.
- False perception- do they own or know themselves? Probably not or don’t want to admit it.
- When reading something as a team. They underline team words and circle individual words.
- Great article: SI’s article on the UCLA mens program. Leadership gone bad.
- Nominate captains as a team then coaches pick from there.
- Makes the captains go through an interview process.
- Great story: hold the rope.
- Most responsible, consistent, discipline and passionate players should be captains.
- Change players perception on how to hold each other accountable.
- Discipline isn’t something you do to someone, it is something you do for them.





UC- San Diego Charity Elliot  
“Competitive practice drills”



- If they are going to be good, you have to challenge them everyday and in every drill.
- Put them in unsuccessful situations to see who rises to the top.
- What happens when your team gets frustrated.
- What is needed to fix the problem. Decide as a team. Sometimes it is as simple as an easy basket. Then you all know to work towards that to relieve frustrations.
- With consequences you will naturally see an increase in effort.
- You have to hold them accountable every single day.
- Find simple ways to steal possessions. Tip-off plays, BLOBS, SLOBS, etc.
- Scoring on BLOBS in practice. Make it competitive.

## ASU Assistant

### “Recruiting and evaluating”

- Know what you are selling.
- Evaluating- don't get stuck watching just one player. Put everyone in your database and give a level. Track that level and see where they sign. Check if you were right. Helps to remind you about players as well.
- This process helps with going to another region as well. Expands your database nationally.
- Know your state and your city the best.
- Respect more when you know about everyone and not just the top players. Coaches love this.
- How do you get programs to know you?
- Get a chance to climb- don't forget the smaller people.
- Scouting services- use as a safety net.
- Start now with finding the next you.
- Be honest with what your weaknesses are.
- Hire and trust your staff.
- Develop your assistants like they do on the men's side. Duke, VCU, Butler, etc.
- If you want to climb- dress up at the convention.
- Invest in your future- you have to know about the young players.
- Organize your three groups- circle: major div1, square: mid-div1, triangle: keep an eye on, etc.
- Mark Lewis: the founding father of the coaching roundtables.
- When mailing stuff out to recruits- separate and be creative.
- Make more money...still spend like you are a bottom assistant.

Colgate- Carter Shaw  
"Being a good assistant"



- John Woodens 11 Characteristics.
- Gene Bartow's Keys to Success.
- "To thy ownself be true"- good quote to live by.
- Harvard admissions essays- the best were ones that used verbs and not adjectives.
- It's all about the doing and being.
- Holly Warlick, Al Brown, Kevin Eastman- greatest attributes: recruiting and organized.
- Be known for something as an assistant.
- How are you going to grow your game? X's and O's, organized, recruiting, communicating, personality, servitude, knowing strengths and weaknesses.
- Questions you have to ask yourself: 1. Strengths and weaknesses. 2. What skills do you develop? What's your relationship to the men's program, local high school programs, regional coaches, etc.
- 10000 hour rule. John Maxwell. Failing forward. Reject rejection. Don't point fingers. Realistic expectations, bounce back, etc.
- Forbes article on Jeremy Lin. "Ten lessons before you go to work Monday"



Georgia Tech- Sam Purcell  
“Competitive practice drills”

- Meets with male practice team 45 minutes before practice to run through other teams stuff.
- Warm ups are written on a sheet and put in the locker room every day before the coaches arrive.
- Male practice players watch film and wear opponents jerseys.
- Echo communication is used.
- Start every practice with an easily attainable drill...starts everyone off with a W.
- Every drill has a time and score with winners and losers.
- Don't run sprints...full court ball handling, hustle drills, etc. all game-like.
- Reinforcement drill- miss a block out. Go to the side and give me three block outs against the pad. Stations are set up on the side before every practice before practice begins.
- Never calls fouls in practice.
- Turnovers in 5 v 5. Everyone is punished because it is not always just the point guards fault.
- FT's- time and score. 2 minutes, has to make 8 in a row or whatever. Blocks outs on every FT. Missed FT results in an offensive rebound and putback.
- Time and score situations- write down scenario and bring it to practice. Everyone knows it. if we lose the game, first thing we do the next day is that same scenario until we win it then we move on.
- Everything is charted on a white board.
- Post-practice is all praise. High fives everywhere. End on a high note.
- Strong as your weakest player. Tell manager to film that player with the worst attitude the whole next practice and show them.