

Eric Musselman – 37 ESSENTIALS TO BEING A GOOD COACH

1. Be an excellent teacher.

You must be unbelievable at teaching the fundamentals of the game. Increase the ability of your players. Break down game into as much detail as possible with drills. Player must feel they are learning something new daily. Player must feel like you are teaching them something that will further their career.

2. The player coach relationship.

Good rapport on and off floor. Good trust factor. Your actions are in their best interests.

3. Sell your system.

Sell it every day to your players. First time is most important because players are apprehensive to change by nature. You must be prepared in the face of your players.

4. Motivation

Getting your team to play better than they would without you there. Challenge your player. Some individually. Some in front of peers. Some only during games.

5. Organization.

Off season. Putting together play book. Organizing staff. Do you have an outline of expectations? Organize players.

6. Create a system.

Create an identity for your ball club. What do people say about your team when your team name comes up? Involve the team. What do you want fans, opponents, and officials to think of your identity?

7. Be positive.

Player must understand that you're on his side. Players must see that you are positive when things are tough. Give positive feedback when times are tough. Use positive reinforcement to bounce back from a loss. Surprise your team by being positive after a loss.

8. High energy.

It's contagious. Energy permeates throughout. High energy encourages players to exceed expectations.

9. Be in good physical condition.

"The minute you are unable to demonstrate, your ability to teach is diminished." If you have expectations for your players, you should live up to them yourself.

10. Intensity.

Players will play with intensity if they see a coach with intensity. Your team will take on your personality.

11. Your will to Win

How high is it? The players' will be as high as yours. Don't take losing lightly. Make winning gratifying and show it.

12. Understand the rules of the game.

Simple stuff like TOs. Players lose respect for those who don't know what's going on.

13. Relationships communication.

Between coach and referees. Conduct yourself properly with officials. Players will behave the same way towards refs as you do. Give the benefit of the doubt. Communicate in a professional manner. Don't embarrass them with foot stomping and arm waving.

14. Work Ethic

The only way to get ahead of your competition is to outwork them. If you're not out working them, you're arrogant. Where do you rank? Within your conference, league, sport, compared to other sports The only way to get ahead is through work ethic

15. Talent evaluation

How you mesh your team together, what's the most effective way to use your talent You must be flexible based on your talent Are you recruiting players for your system or because they're good?

16. Ego Management

Player egos Coaching staff Assistants How big is your own? You have to learn to stroke the assistants and the players Occasionally throw the asst. a bone to make them feel good – let them deal with the media on occasion. Manager, trainer, strength coach all need love How do you feed into the ego of the people working under you.

17. Respect Factor

How do you gain respect? Managing these skills is a good start. Keep in mind that you are always on stage for these players. How do you handle rules, players, knowledge of the game

18. Find a mentor

Someone you can lean on for advice – not necessarily in your field. Call on occasion and ask, “What is our team doing right and wrong?” Learn from your mentor’s experiences...

19. The Media

If you treat the media with respect, upfront, return calls, don’t lie. Respect the job that the media has to do. Be upfront and say, “I don’t feel like answering that question.”

20. Consistency

Be consistent. Rules, playing through injuries, maintaining lineup come at players with same approach

21. Master the X’s and O’s

surround yourself with great Xs and Os people. Have people who are better than you at certain aspects of Xs and Os You upgrade your team when you hire someone who is better at an aspect of Xs and Os

22. Brainstorm

figure out ways to make your system better than it is meet with other coaches coaches weekend or retreat

23. The Staff

Hire the best coaches you can Xs and Os Motivators Communicators *Equipment Mgr. Strength Coach Your Trainer – may be most important.* Where do players complain? Lockerroom, training room, weight room People in each of these rooms must be on your side and on the same page as you

24. Preparation

Are you prepared for an injured player losing his starting spot? Does your team know how you handle it? Does your staff? Discuss it and make it clear, known, and trusted.

25. Late game preparation

How do you defend? Drives? Ball screen? Three pointers? How do you handle free throws? Offense? Defensively? How do you score? Practice every aspect.

26. Handling a Loss

Must be able to handle it. Talk to players at beginning about “what do we do when we lose?” Make sure players know coming into season. Losses are a time of reflection. Do you allow laughter? Silence? Cell phones? Music? Make sure you explain expectations when no emotion is involved.

27. Create a winning environment.

Make people feel good about being where they’re at.

28. Be Creative.

It’s a long long long season. Grab the players attention. Be different/innovative about every aspect of the game. Always be on the cutting edge of creativity. Find a thing that most players like (ie football) and use its terminology. The more creative you are as a coach, the better you grab players attention.

29. Clearly define Rolls

Establish them early. Discuss players’ rolls once you understand strengths and weaknesses of team. Don’t lead players on. Tell them what they need to do to break into rotation. Do the same with staff. Who’s offensive coordinator? Defensive? Post game?

30. Creating team chemistry.

Get along on and off the court. Bowling events? Tug of war on beach? Be creative in improving chemistry?

31. Ability to communicate

Public speaking. Are you improving during your off season? Mastering public speaking lets you take control of locker room, media.

32. Goal Setting.

Create a vision of your team. Set clear goals for your future. Short term and long term. Set them so they are obtainable. Once they are met, re-evaluate and set new ones. Do things every day that are goal oriented.

33. Dedication.

All great coaches are dedicated. Average self made millionaire – 22 years.

34. Idea generator.

Have assistant coaches that come up with them too. Don’t become complacent in idea generation. Change with the times. Try to be ahead of the times.

35. Problem solving.

Turn a loss into a solution. Forget the “What ifs?” Something comes up – find a solution. We have problems every day. Always have a solution and quickly address problems.

36. Opportunity

Every loss is an opportunity to get better. Coach is most needed when things aren't going perfectly. As a coach or leader you have got to look at struggles as an opportunity. Players will respect you when they see how you solve a problem.

37. Leadership

Above all, a successful coach has to be a leader. Reality principal. Deal with the world as it is, not as you'd like it to be. Be honest with yourself and with your situation