

## HOW TO BUILD A PROGRAM

By Duane Silver

\*These thoughts are not in any particular order. Please read these closely. If you will just do half of them you will be a great coach. You young coaches need to learn things from the pain we old coaches went through to learn all of these things.

1. Know all of the teachers and administrators names and call them by their first name. (Know what their husband or wife does for a living.)
2. Be part coach, part salesman.
3. You, the Head Coach, can Never have a bad practice. Neither can your best player)
4. Take your team to church with you and have the minister pray over your team.
5. Trust the teachers when they say one of your players is acting up in class. Do NOT believe the player.
6. Allow only Man to Man defense with your 7, 8, and 9th grade teams.
7. If your assistant coaches will not follow your orders, you need to have a meeting with them and the AD to get things straight. \*Don't be afraid to confront a problem! If you are doing the right thing it does not matter what someone else thinks!
8. Do not say anything negative about the football program or the football coaches because it might get back to them. (This is for Texas Coaches) We have too much friction between the two sports in Texas in my opinion.
9. Have an assistant coach keep a scorebook on the bench by you so you will know what your team and your opponent is doing in the game. (fouls, points, time outs, etc)
10. Call all of your game scores into the newspaper, Radio and TV Stations.
11. When you win games and you are talking to the media... The kids did it all. They were Super! Etc!
12. When you lose a game, it was all something you could have done different. It was your fault.
13. The first year you are a head coach it is NOT about winning, it is about doing the right thing. \*This is very important. The players will figure out what you are all about.
14. Make the players dress up on game day. This develops pride.
15. Have a list of all the players phone numbers (Varsity, JV and Freshmen).

16. Have a written out practice plan every day.
17. Have a short parents only meeting before the season starts to tell the parents how you are going to run the program. Take them on a tour of the dressing room and weight room.
18. The parents need to know that they can talk to you about anything they want to EXCEPT Playing Time. (You don't tell them how to do their job)
19. Whatever offense and defense you start the season with you need to stay with it all year. \*Stay with your philosophy.
20. Don't take a player out when he makes a mistake on offense. Give him one more chance to redeem himself. \*This is very important!
21. Have short meetings in your office with your players weekly. Don't always talk about basketball.
22. Check the players' grades often. (Run them if they are failing.)
23. An 80 or up is the grade players need to strive for. 70 is too close to failing.
24. Decorate your locker room. Pictures, Quotes, Etc!
25. Have short (one hour) Saturday practices during District. You will need to bring sandwiches for the players to eat and bring them drinks. (They love it) The players love getting together after a game even if you lost the game.
26. Treat each player just like he is your own child and you will have no problems.
27. Find your two best players and be hardest on them and all the other players will fall in line.
28. Study tape after each game to figure out what you are doing wrong. If a player is making the same mistake over and over it is not his fault, it is your fault for not correcting it. \*They need to see what they are doing wrong on tape.
29. Have five good man to man sets and five zone sets to call during the game.
30. Use all of your time outs during the game, except you will need to save one for the end of the game if you need it. Time outs are to stop the opponents momentum and for teaching players. Follow the old rule...If the opponent scores three times in a row and we don't score call a time out.
31. In the team picture for the annual (yearbook) always and I mean always have the Principal in it. Tell him or her the day before the picture what you want him or her to do. \*You might want the AD in the picture instead of the principal some years. (This is a great political move. If you do this, you will get to order anything you want to for the upcoming season.)

32. Always attend the Football Banquet. It shows you care about the football program and the football coach and AD will be in your corner if your get under some heat from parents.
33. The two most important parts of the game are defending in the half court (man to man) and sharing the basketball. This sounds easy, but it is tough to teach.
34. Have a program (Names and numbers, roster for both schools) for each home district game.
35. Keep the locker room and your office neat as a pin.
36. End every practice on a positive note. Something fun so they will look forward to coming to practice the next day.
37. Have the Little Dribblers play at half time of some Varsity Games.
38. You must be a Defensive Coach. All the intensity in basketball comes from Defense not offense. Your first practice should be all about defense. You the coach have to "Bring It" every day on Defense!
39. Remember NO One player is bigger than the PROGRAM. If they won't conform to what you want done they have to go. (I tried to help change too many kids and it never worked out.) Usually this is a talented player you don't want to let go, but for the best of the team he or she has to go. Get this, after they are gone everyone is happy and the team will improve in time.
40. If you can't coach your best player you can't coach your team!
41. Here is coaching in a nutshell: Really just love your players, but don't take any mess off of any of them.
42. Don't make your good players mad on game day.
43. I want to tell you the truth. Your players are going to talk about you behind your back about whether you are too HARD on them or too SOFT, so I say go ahead and be too hard. (I believe this.