How much more “ball quick” can you be? Constantly improve your speed with the ball.
- Very rarely does he practice more than an hour and a half
- Spends a lot of time talking to player 10-15 in his office to inform them that he cares about them, to get their thoughts, and to constantly try to keep them happy
- Individual workouts are 1-on-1 with one of the assistant coaches and a player
- As a coach, important to have values and have a team philosophy/mission statement.

4 Things Butler Stresses:

1) Be tough with the basketball
2) Dominate defensively
3) Take great shots
4) Dominate effort plays

What really matters and just working on that
- 4 things/formula to win:
  1) Take care of the basketball
  2) Take great shots no matter the shot clock time
  3) Dominate defensively
  4) Dominate effort plays

In the spring, create individual goals for each guy to be able to achieve when they come back in the fall
- Determine team goals from these individual goals
- Deliberate practice
  - Maximize your time in the gym
- Conditioning goals for each person
  - Mile run is about mental toughness
- Great players never stay a week out of shape
- So important to have a progression to teaching
- Count your best players shots in your 1st practice
- Details of doing every little thing matters
- "Success is having something, excellence is being something"
- Character is the foundation for success
- Brad’s Pyramid for Success

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  RESULTS
 /       \
/         /
PREPARATION
/     \
/       /
CHARACTER
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- "Moneyball" and "Score Takes Care of Itself" are Brad’s two favorite books

**Coaching U Live 2012 Indianapolis**

Highlights of Coaching for Brad
1) Time spent with your players and the relationships built with those players.
2) Staff, faculty, the people you get to work with everyday.
3) Retreats. Time spent with other coaches, peers, etc.

Assessing over a calendar year:
1) Foundation is character
   - Core values of passion, unity, servant hood, thankfulness, and accountability
2) Preparation
   - "Chance favors the prepared man."
3) Performance
   - Do YOUR job the best possible way everyday
4) Results
   - Don't focus all of our attention on what we want, focus on who we are
   - "Men attract not what they want but that that they are."

Ongoing assessments:
- Direct correlation between classroom ambition and performance and performance on the basketball court
- Have standards and enforce them.

No matter how far you get, you always want to go a step further.

Just like your best player better embrace your worst player, your coaching staff better too.
To prepare for a season: conditioning team goals and personal goals.

Don't condition for the sake of conditioning, everyone has their own levels of conditioning to meet. Yes there is some team conditioning for camaraderie.

- Always be a week away from your best shape. You are either in shape, getting in shape, or getting better.

Try to break the monotony.

In season:
- The deeper you get into the season, the harder it is to tweak or change.
- 2 goals with non conference schedule: have an RPI that will allow us to play in NCAA if we are good enough and be able to thoroughly and accurately assess our team at Christmas.

Be even keel about things during the ups and downs of a season because things can turn in a moment. There are always answers and different ways to look for answers.