



*BUILDING A
CHAMPIONSHIP
PROGRAM*

*UAB BASKETBALL
Head Coach Randy Norton*

Background

- ✓ **Coaching Family**
- ✓ **Played for my uncle in high school who is a Hall of Fame coach**
- ✓ **Played basketball and baseball at the University of Iowa**
- ✓ **Played professional baseball for 3 years in the Montreal Expos organization**
- ✓ **Learned from all kinds of coaches, good and bad!**
- ✓ **6 years as a boy's sophomore basketball coach**
- ✓ **14 years as a boy's varsity basketball coach**
- ✓ **18 years as a women's college basketball coach**
- ✓ **4 children and 7 grand children**
- ✓ **Coaching experience: Assumption, ISU, Mizzou, UAB**

UAB BASKETBALL

PLAY HARD, PLAY SMART, PLAY TOGETHER, HAVE FUN!

Core Values

- **Always do what's right**
- **Do your best in everything you do**
- **Treat others the way you want to be treated**

Our Mission/Vision is to Pursue Excellence

- **In the Classroom**
- **In the Community**
- **On the Court**
- **In Your Personal Life**

Coaching Staffs Goals

- **Have the attitude "Make The Big Time Wherever You Are!"**
- **Provide players with the best possible experience on and off the court**
- **Most importantly, we want to have a positive impact in our players lives**

UAB WAY

- We don't have a lot of rules but we do have very high standards
- Leadership and creating the culture starts with the coaches
- The culture we want has to be focused on everyday
- When players take ownership of the culture, then you have something special

- ✓ Be on Time
- ✓ Be organized, don't procrastinate
- ✓ Great eye contact and be engaged
- ✓ Be a great teammate
- ✓ No excuses
- ✓ Unselfish attitude-team first
- ✓ Respect each other
- ✓ Be a good listener
- ✓ Always have each other's and the coaches backs
- ✓ If you say you are going to do something, then do it
- ✓ Great communication -emails, phone calls and texts
- ✓ Don't swear
- ✓ Leave places better than you found it
- ✓ Tell the truth
- ✓ Don't create or fuel drama
- ✓ Be an energy giver
- ✓ Have a great work ethic
- ✓ No complaining
- ✓ Dress sharp-be professional-dress the part-uniformity
- ✓ Be Forgiving
- ✓ Use good tonality
- ✓ Focus on the process not the end result
- ✓ Don't ever give up...EVER
- ✓ Attitude, effort and actions
- ✓ Don't ever do anything that will hurt you, the team or UAB

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Summer

- **Open gyms**
- **Working with the baseball/softball coach**
- **Individual workouts**
- **Summer leagues**
- **Travel and team camps**
- **Summer camps and Guest speakers**
- **Music**
- **Make it fun!**
- **“Make the Big Time wherever you are”**

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Fall

- **Fall League**
- **Open gyms**
- **Strength and conditioning**
- **Sunday skills night for 5th-8th graders where your players are the coaches**
- **Working with the football/volleyball coach**

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Season

- **Schedule meetings for coaches, team, parents**
- **Preseason scrimmage to introduce players**
- **Communicate expectations**
- **Never discuss playing time**
- **Never discuss other players**
- **Team dinners**
- **Game Day routine/attire**
- **Locker room**
- **Guest speakers**
- **State tournament**
- **Banquet**
- **Highlight tape**

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Selecting your Staff

- **Reflection of you-Trustworthy/Loyal/Motivated/Work ethic**
- **Teaching skills-Willingness to learn**
- **Communication skills**
- **Similar beliefs – How they treat kids**
- **Compliment you in areas you may be weak**
- **Help me grow as a coach**

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Appearance

- **First class in everything -Dress for success**
- **Head coach and entire staff**
- **Players-Travel suits, uniforms, practice gear, shoes, bags, etc.**
- **Basketballs**
- **Gymnasium – clean floors and nice nets**
- **Organized**

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Selecting your Players

- **Don't judge a book by it's cover**
- **Work ethic**
- **You can't measure heart**
- **Character**
- **Toughness**
- **Skill**
- **Not always the best players, but the players that play best together**
- **"Good enough to get you beat" players**

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Practices

- **Practice planning is the single most important factor to make your team better**
 - **Be organized and have a practice plan**
- **This is your classroom and where your biggest impact happens**
 - **Championships won and lost**
- **Make it competitive-avoid a lot of talking**
- **Not all about the X's and O's-about the relationships**
- **Its not what you do but how you do it**
- **Our system teaches players how to play-keep it simple**
- **Skill sessions and player development are essential**
- **Are you an offensive or defensive coach?**

Coaches practice responsibility

PREPARED

- * Always have your whistle
- * Ready to give your best effort everyday when you step between the lines
- * Communicate things with head coach that he needs to know
- * Know the practice plan
- * Dressed and ready to step in and play
- * Pen to take notes
- * Be vocal, enthusiastic

BEFORE PRACTICE

- * On court early if possible-we have to set the tone
- * Walk around, touch base with players-focused
- * Let Head Coach know if anyone seems off
- * Set the tone
- * Rebound, if all players not out there
- * Player development, grab and work with them
- * Staff will meet on court-last minute details

Coaches practice responsibility, Cont.

PRACTICE

- High energy
- Be engaged-Be active and teach
- Spread out all around the court
- Ready to teach kids when they are out
- If one coach huddles up a team, need other team huddled as well
- Take notes offense/defense to share after practice
- Punishment only during perfection time
- Attention to details in everything you do (Shot call, box out, outlet)
- Every drill is a passing drill, rebounding drill, etc.

PRACTICE REMINDERS (BEFORE)

- Always have everything out for practice
- Jerseys/pads/team white board/towels/bubble/cones
- 2 bikes on court
- Music going as they take court-off when stretching is done
- Check baskets/court

Coaches practice responsibility , Cont.

FILM

- Film every practice-after put on computers
- Defensive Clips-Box out and transition defense
- Offensive Clips-Phoenix/Carolina

STATS

- Stat every practice/Email/Printable
- Shooting charts/Free Throws

MISCELLANEOUS

- Check locker room
- Check training room
- Check weight room
- Make sure players are getting treatment
- Managers-Hustle and ready

SCOUT TEAM

- Name and schedule

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Do's and Don'ts of Coaching

- **Be consistent at all times-be steady**
- **Treat players with respect**
- **Don't react out of anger – Certain punishments can get you fired!**
- **Discipline vs. punishment – Be very careful!**
- **Communicate expectations and hold them accountable**

“Punishment is for the punisher’s benefit to make them feel better. Discipline always has the other person’s best interest in mind.”

-John Wooden

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Do's and Don'ts of Coaching- Cont.

- **Watch your tongue – Coaches are often the most influential person in a kid's life**
- **Teach, correct, hold accountable, challenge, and build up – People with high self esteem achieve great things!**
- **Hold team together – When things aren't going well is when they need us the most**
- **Have balance - God, family, job**

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Huddle Time

- Practices
- Games
- Halftime
- After games in the locker room
- Be consistent!

Stick to a Lineup

- Don't change lineup after every loss
- Strive for consistency
- Decide who your best 7-8 players are and stick with them

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How to Handle a Bad Practice

- **Put the balls up**
- **Take them to the locker room**
- **Make them work through**
- **I do everything I can to NOT kick them out**

How to Build Toughness

- **Hold accountable**
- **Discipline**
- **High standards**
- **Conditioning**
- **Challenge and demand without being demeaning**

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Don't Waiver on Your Philosophy

- **Stick to what you know, even if you lose a few games**
- **Keep it simple – KISS principle**
- **Game of reaction**
- **Commit to improving skills all season long**
- **Teach what you know!**

How Do You Make Decisions?

- **God/family/job**

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Secret to Success

- **Second to none work ethic**
- **Great people skills**
- **Team first**
- **Attention to details**
- **Positive attitude**
- **Fighter**
- **Set goals and focus on the process**
- **Keep priorities in order**