

Keller

B A S K E T B A L L

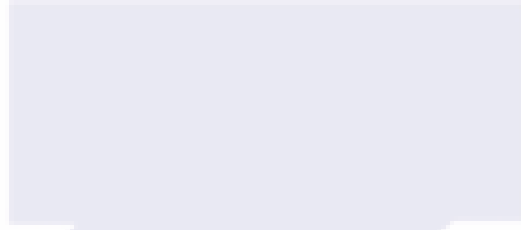
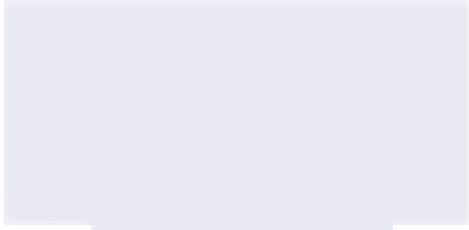
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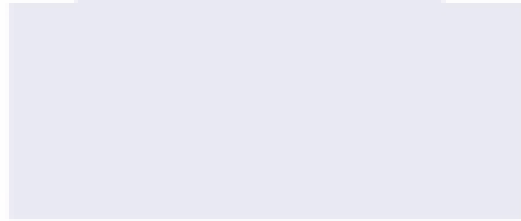
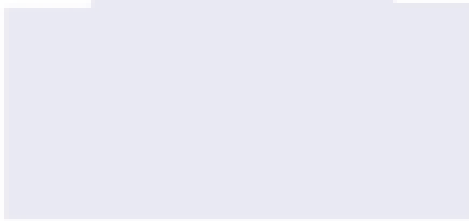
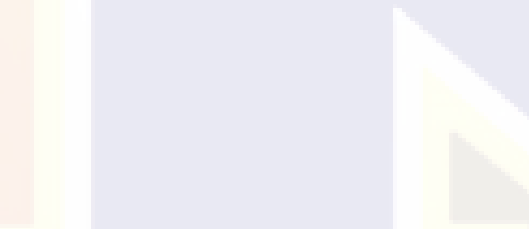
kellerbasketball.com

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OUR CREED



I AM A KELLER BASKETBALL PLAYER. I AM A MEMBER OF THE KELLER BASKETBALL TEAM. I SERVE MY FAMILY, KELLER HIGH SCHOOL AND THE KELLER BASKETBALL TEAM. I EMBRACE THE STANDARDS OF OUR TEAM AND PROGRAM. I WILL DO WHAT, I AM SUPPOSED TO DO, WHEN IT IS SUPPOSED TO BE DONE, TO THE BEST OF MY ABILITY. I WILL ALWAYS PLACE THE MISSION FIRST. I WILL NEVER ACCEPT DEFEAT. I WILL NEVER QUIT. I WILL ALWAYS HAVE MY TEAMMATES' BACK. I AM DISCIPLINED, PHYSICALLY AND MENTALLY TOUGH, TRAINED AND PROFICIENT IN MY TASKS AND HABITS. I ALWAYS TAKE CARE OF MY BODY, MIND, AND SPIRIT. I STAND READY TO COMPETE FOR MY TEAM AND MY TEAMMATES AND ALL WHO TRY TO DEFEAT US. I AM THE GUARDIAN OF THE GREATEST BASKETBALL FAMILY IN TEXAS. I AM A KELLER BASKETBALL PLAYER.



4 PROGRAM PILLARS

Trust Humility Passion Unity
Servanthood Thankfulness

5 STRATEGY PILLARS

Run Flow Attack

6 THREE MACRO PRINCIPLES

Pace and Space. Shot Selection. Shoot it. Drive it. Move it.

7 FOUR MACRO MOMENTS

Offense. Transition to Defense.
Defense. Transition to Offense.

8 OFFENSE MOMENT

Offensive advantage has been
neutralized

9 TRANSITION TO DEFENSE

Opponent gains possession of the ball

10 DEFENSE MOMENT

Transition attack has been neutralized

11 TRANSITION TO OFFENSE

We gain possession of the ball

12 GAME PLAN - OFFENSE

Attack the kill zone

13 GAME PLAN - DEFENSE

Disrupt the rhythm of our opponent,
force tough shots

14 GAME PLAN TRANSITION TO DEFENSE

Neutralize the basketball

15 GAME PLAN TRANSITION TO OFFENSE

Seek an advantage as early as possible

16 COACH DEVELOPMENT

Purpose. Professionalism.
Accountability. Teaching

17 FRAMEWORK

Mission. Vision. Values. Strategy.
Philosophy

18 BLUEPRINT

Be Great at what we EXCEL at!

18 PLAYER DEVELOPMENT ABSOLUTES

Ball Handling. Footwork. Finishing.
Pace. Shooting

19 3 TYPES OF WORKOUTS

Skill. Shooting. Developmental

20 DEVELOP THE DETAILS

High Clarity = High Performance.

21 DEVELOP THE PLAYER

Standards. Expectations.
Accountability. Identify. Intentional.
Speak Life

22 PRACTICE PLAN

Standards. Expectations.
Accountability. Identify. Intentional.
Speak Life

COMING SOON!!!!

ACADEMIC PLAN

COMMUNITY SERVICE

BASKETBALL CURRICULUM

FUNDRAISING

FEEDER INVOLVMENT

LEADERSHIP COUNCIL

OFF SEASON PLAN

YOUTH DEVELOPMENT

PROGRAM PILLARS

Trust

HAVE EACH OTHERS BACK

Humility

KNOW WHO YOU ARE

Unity

STICK TOGETHER

Servanthood

PUT TEAM FIRST

Thankfulness

BE GRATEFUL

Passion

LOVE WHAT YOU DO

STRATEGY PILLARS

RUN

**WE WILL GET OUT AND RUN
AFTER ALL MISSED AND MADE SHOTS**

FLOW

**WE WILL ACHIEVE A SEAMLESS FLOW
INTO HALF COURT OFFENSE**

ATTACK

**WE WILL DEVELOP AN ATTACK
MENTALITY IN OUR PLAYERS ON
BOTH SIDES OF THE BALL**

THREE MACRO PRINCIPLES

Pace and Space.

ARE WE PLAYING WITH OUR DESIRED PACE, AND ARE WE CONSISTENTLY ARRIVING IN THE PROPER ALIGNMENT?

Shot Selection.

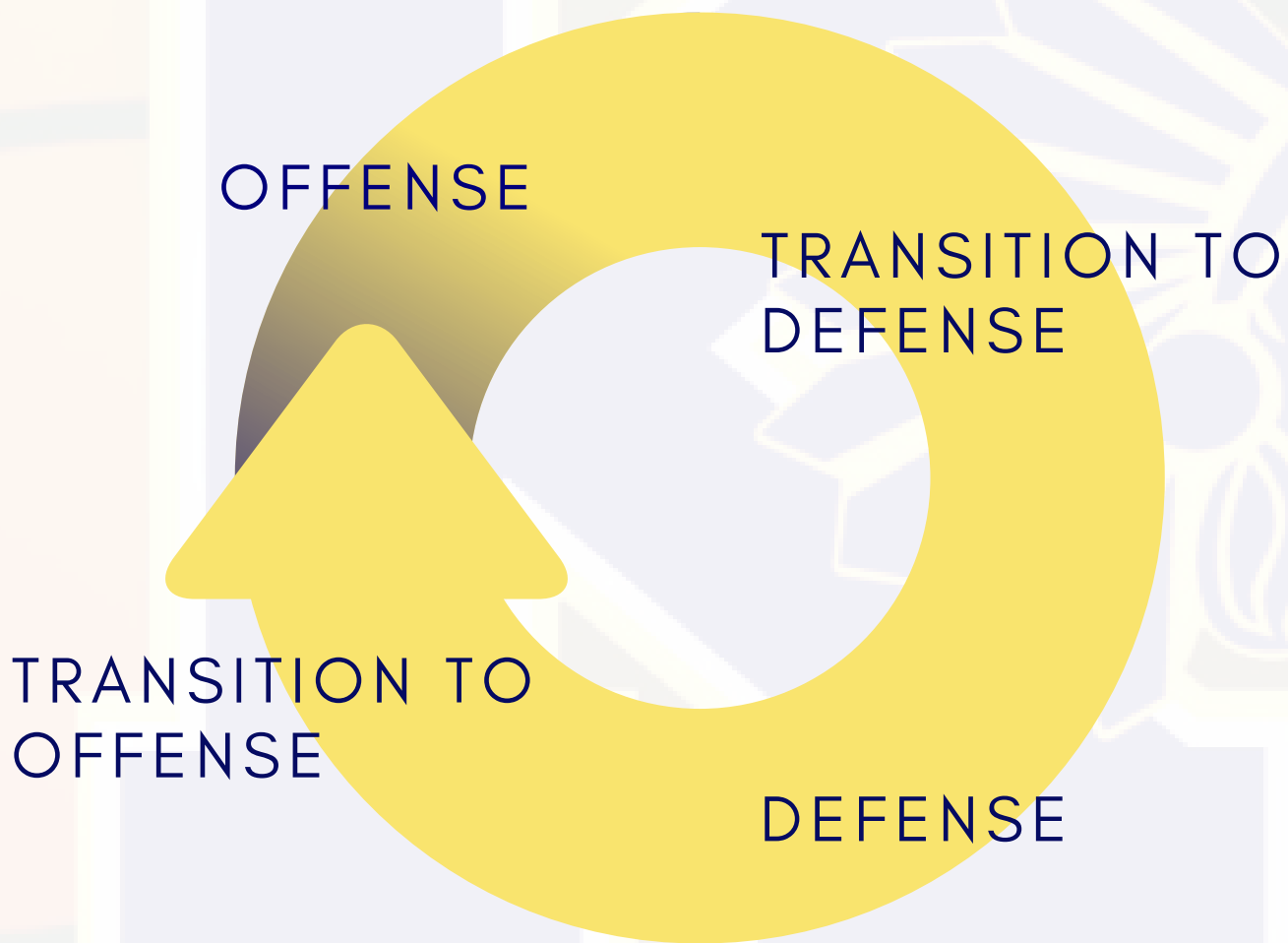
ARE WE TAKING HIGH EFFICIENCY SHOTS EACH POSSESSION? ARE WE FORCING LOW EFFICIENCY SHOTS OF DEFENSE?

Shoot It, Drive It, or Move It.

ARE WE USING SMALL ADVANTAGES TO FIND BIG ADVANTAGE SHOTS ?

FOUR MACRO MOMENTS

OUR GAME WILL ALWAYS BE PLAYED IN ONE OF THESE PHASES.



THE OFFENSE MOMENT



TRANSITION TO DEFENSE MOMENT

THE OPPONENT GAINS POSSESSION OF THE BALL.

THE FULL BACK SPRINTS TO PROTECT THE RIM.

DENY ANY PENETRATING PASSES FROM THE PERIMETER.

THE BALL HANDLER IS IDENTIFIED & JAMMER ATTEMPTS TO NEUTRALIZE HIS DRIBBLE..

IDENTIFY ALL SHOOTERS AND CLOSE OUT TO TAKE AWAY THE 3 AND MIDDLE DRIVE.

REMAINING PLAYERS RALLY TO THE BALL SIDE AND HELP NEUTRALIZE THE BALL..

THE DEFENSE MOMENT

THE TRANSITION ATTACK
HAS BEEN
NEUTRALIZED.

THE BALL IS FORCED
TO ONE SIDE OF THE
FLOOR..

THE DEFENSIVE REBOUND
IS SECURED.

PENETRATING PASSES
ARE DENIED.

RHYTHM THREE
POINTERS
AND LAYUPS ARE TAKEN
AWAY.

BALLSIDE KICK OUTS
ARE
NOT AVAILABLE..

THE TRANSITION TO OFFENSE MOMENT

WE GAIN POSSESSION
OF THE BASKETBALL.

OUTLET PASS IS MADE,
RUNNER AND STREETS
ARE FILLED AT A SPRINT.

IF NO SHOT IS AVAILABLE
WE FLOW INTO
SECONDARY BREAK OR
OUR HALF
COURT OFFENSE.

IF POSSIBLE THE PITCH
AHEAD PASS IS MADE.
WE WANT TO CROSS 1/2
IN 4 SECONDS

IF OUR PRIMARY BREAK ,
WE HAVE REVERSAL,
DRAG SCREEN OR INTO
OUR FLOW

IF NO PITCH AHEAD IS
AVAILABLE WE CROSS
THE RIMLINE & ATTACK.



GAME PLAN - OFFENSE

INDIAN'S INTENT - ATTACK THE KILL ZONE

STRUCTURE

FOUR OUT SPACING
ON THE PERIMETER

SLOTS = LANE LINE.

WINGS=EVEN WITH RIM.

5=OPPOSITE THE BALL

STRATEGY

DRIBBLE DRIVE
MOTION/PNR HYBRID

EMPHASIS ON
CREATING GAPS
WITH OUR CUTTING

TRIGGERS THAT
CREATE CENTER
"FLASHES" TO
ALLOW VARIED
TYPES OF
OPPORTUNITIES TO
ATTACK THE RIM..

TACTICS

THE DRIBBLE DRIVE

USE OF "45" OR BLUR
SCREENS.

FINISHING TECHNIQUE
AT THE RIM.

DRIBBLE PROTECTION
PLANS.

SECOND CUTTING;
(EURO PNR, FLIP,
BACK DOORS,
ETC.)

BOUNCE OUTS &
STRIDE STOPS.



GAME PLAN - DEFENSE

INDIAN'S INTENT - FORCE A CONTESTED 2 PT SHOT

STRUCTURE

MAN TO MAN

FULL COURT PRESS

ZONE=ADJUSTMENT

STRATEGY

PLACE CONSTANT PRESSURE ON THE BASKETBALL.

PREVENT THE BALL FROM BEING DRIVEN OR TOUCHED THROUGH THE ELBOWS.

FORCE THE OFFENSE TO TAKE CONTESTED TWO POINT SHOTS.

LIMIT OFFENSIVE REBOUNDING.

TACTICS

FORCE ALL DRIBBLE DRIVES OFF THE ELBOWS & TOWARDS THE SIDELINE.

DO NOT HELP FROM BALLSIDE - RALLY FROM THE BACK SIDE.

DENY ALL PENETRATING PASSES.

AGGRESSIVELY SWITCH ALL BALL SCREENS ACTIONS.

DO NOT ALLOW RHYTHM THREE POINT SHOTS.

REBOUND DEFENSIVELY.



GAME PLAN - TRANSITION TO DEFENSE

INDIAN'S INTENT - NUETRALIZE THE BASKETBALL

STRUCTURE

MAN TO MAN

TRANSITION NUMBER
SYSTEM

JUMP SWITCHING

STRATEGY

KEEP THE BASKETBALL
IN NEUTRAL AS LONG
AS POSSIBLE.

PRESSURE THE
BASKETBALL FROM
END TO END.

DO NOT ALLOW
CATCH AND SHOOT
THREES OR LAY UPS.

TACTICS

DISRUPT THE OUTLET
PASS.

JAMMER IDENTIFIES
THE BASKETBALL &
ATTEMPTS TO
NEUTRALIZE IT.

FULL BACK PROTECTS
THE RIM.

TAKE AWAY ANY PITCH
AHEAD CATCH AND
SHOOT.

RALLY TO THE BALL
SIDE TO STOP ANY
INITIAL ADVANTAGE.



GAME PLAN - TRANSITION TO OFFENSE

INDIAN'S INTENT: SEEK AN ADVANTAGE AS EARLY AS POSSIBLE

STRUCTURE

FOUR OUT RIM
RUNNER BREAK

PRIMARY BREAK - 4
SECONDS ACROSS
1/2 COURT

SEARCH BEST SHOT
IN 7 SECONDS

SECONDARY BREAK
INTO FLOW

STRATEGY

LOOK TO RUN ON
MAKES AND MISSES.

SPRINT THE FIRST
THREE STEPS AFTER A
DEFENSIVE REBOUND.

OUTLET PASS TO THE
POINT GUARD.

IF YOU CAN PITCH
AHEAD YOU MUST.

SEEK AN ADVANTAGE
AS EARLY AS
POSSIBLE.

TACTICS

TWO HARD DRIBBLES
AND HUNT THE PITCH
AHEAD.

IF NO PITCH AHEAD
THEN CROSS THE
RIMLINE AND ATTACK.

IF AN ATTACK IS
STOPPED THEN FLIP
TO THE TRAILER.

IMMEDIATELY FLOW
INTO HALF COURT
OFFENSE:

- DRIBBLE ATTACK
- CHANGE PASS,
45 CUT & ATTACK.
- WAVE A PLAYER
THROUGH TO
ACHIEVE
BETTER SPACING.

COACH DEVELOPMENT

"Be Better.Be Different"

Purpose

THOUGHTFUL AND INTENTIONAL PLAN FOR OUR DEVELOPMENT

Professionalism

MODEL THE MINDSET AND MENTALITY THAT WE EXPECT FROM OUR KIDS. WE ARE THE STANDARD

Availability

WE WILL LEAD BY SERVING AND BEING THERE FOR OUR KIDS

Teaching

THIS IS #1. KNOW OUR VISION AND MISSION AND TEACH IT DAILY

F R A M E W O R K

Mission

CREATE SUCCESS THROUGH HARD WORK, SACRIFICE, LEADERSHIP AND THE WILLINGNESS TO DEDICATE OURSELVES TO SOMETHING GREATER. A FAMILY WHO PLAYS WITH GREAT PASSION AND UNITY!

Vision

INSTILL OUR CORE VALUES AND STRATEGY TO PROPEL US TO COMPETE AT THE HIGHEST LEVEL

Values

6 CORE PILLARS. TRUST, HUMILITY, UNITY, THANKFULNESS, SERVANTHOOD, PASSION

Strategy

RUN, FLOW, ATTACK

Philosophy

BE GOOD AT THE THINGS THAT WE DO A LOT AND
BE GREAT AT WHAT WE DO BEST!



BLUEPRINT - OUR PHILOSOPHY

INDIAN'S INTENT: BE GREAT AT WHAT WE EXCEL AT!

STRUCTURE

BUILD SKILLED
PLAYERS THAT CAN:

SHOOT

PASS

HANDLE

MAKE READS AND
DECISION, BBALL IQ

COMPETE WITH
PASSION

STRATEGY

RUN ON MAKES AND
MISSES.

SEARCH FIRST BEST
SHOT USING BALL
MOVEMENT, PLAYER
MOVEMENT.

SPACING IS THE
OXYGEN OF OUR
OFFENSE.

SHARE THE BALL AND
"THROW STRIKES"

SEARCH OUT THE KILL
ZONE.

TACTICS

DRIBBLE
PENETRATION=GET TO
SPOTS

0.5 DECISIONS.

SHOOT IT, DRIVE IT,
PASS IT!

BALL SCREENS

IMMEDIATELY FLOW
INTO HALF COURT
OFFENSE:

- DRIBBLE ATTACK
- PASS ATTACK.
- USE OUR ACTIONS.

PLAYER
DEVELOPMENT
ABSOLUTES

Ball Handling

WE WILL DEVELOP ALL PLAYERS WEAK HAND

Footwork

RIPS, JABS, PIVOTS, ATTACKS

Finishing

WE TEACH 4 FINISHES

Change Pace/Direction

FAST, SLOW, PAUSE, STOP

Shooting

OFF CATCH, CUT, DRIBBLE

Passing

BOTH HANDS, DIFFERENT ANGLES

3 TYPES OF WORKOUTS

Skill

INCLUDE ALL OR MOST ABSOLUTES. SKILLS AND CONCEPTS. PROGRESSION WORK. HIGH INTENSITY- LESS TEACHING

Shooting

SCORE, TIME, STANDARD. PLAYER MOVEMENT CONCEPTS. CONDITIONED VS CONDITIONING. MODERATE INTENSITY- QUALITY OVER QUANTITY- REINFORCE CUES

Development

SPECIFIC, INTENTIONAL, PURPOSEFUL, COMMUNICATION, QUESTIONS, FEEDBACK. FEEL, CORRECT, ADJUST. LOW INTENSITY-HIGH LEVEL TEACHING

DEVELOP THE DETAILS

Skill

HAVE TO SEE EMPHASIS AND ABSOLUTES.
PROGRESSIONS AND CONCEPTS
PROCESS>RESULTS. OWN EACH REP.

Shooting

THROW STRIKES ON PASSES. QUALITY>QUANTITY.
CONSISTENT FOOTWORK, CATCHING, HANDS, FORM

Development

FORM 1ST, PACE 2ND.
CUES AND TEACHING POINTS

"High Clarity = High Performance"

DEVELOP THE PLAYER

Standards

DONT CHANGE

Expectations

SET THEM HIGH

Accountability

DONT CHANGE

Identify

BLIND SPOTS

Intentional

WORK ON LABELS

Speak Life

INSTILL CONFIDENCE

"Our Greatest responsibility is to make sure that our players believe in themselves."