



### Special points of interest:

- 6 camps sold out
- Will be working with 10 High School programs this fall
- Academy has boys & girls from 42 different high school programs
- 2018 Summer camp dates coming out soon!
- Academy will be on Tuesday & Thursday nights in the Fall

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# ELEVATE YOUR GAME

# BRIAN BUTCH

# BASKETBALL



## 9 Ways to be a Positive Communicator

**1. Shout Praise, Whisper Criticism** - This phrase comes from the original Olympic Dream Team and Detroit Pistons coaches Chuck Daly and Brendan Suhr. They won NBA Championships and an Olympic Gold medal with a lot of talent and great communication. They gained the trust of their players and built winning teams by praising in public and constructively criticizing in private. Shouting praise means you recognize someone in front of their peers and whispering criticism means you coach them to get better. Both build better people and teams.

**2. Smile More** - When you share a real smile it not only produces more serotonin in your brain but in the brain of the recipient of your smile. Just by smiling at someone you are giving them a dose of serotonin, an anti-depressant. Never underestimate the power of a smile. As a positive communicator you have the power to make someone feel better just by smiling.

**3. Don't Complain** - When you complain you lose power, effectiveness and credibility as a communicator and leader. Most of all complaining is toxic and sabotages you and your team. Complaining is like vomiting. Afterwards you feel better but everyone around you feels sick. I know it's a gross analogy but you'll never forget it.

**4. Encourage** - Truett Cathy said, "How do you know if a man or woman needs encouragement? If they are breathing." We all need encouragement and positive communicators encourage and inspire others to do more and become more than they ever thought possible. Great communicators are great encouragers.

**5. Spread Positive Gossip** - Instead of sharing negative gossip, be the kind of communicator who spreads positive news about people. My college lacrosse teammates Mike Connelly and Johnny Heil are famous for this. Whenever you talk to them they are always praising our mutual friends. "Did you hear how awesome so and so is doing? Their kids are doing great!" They never say a negative word about anyone. They always spread the positive news and the best part is that you know when you are not around they are likely sharing something positive, not negative about you.

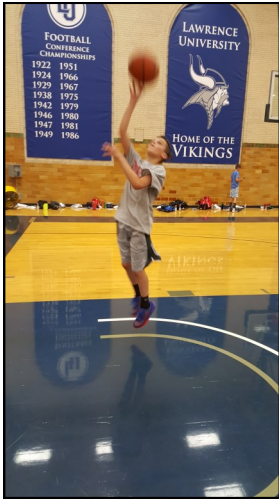
**6. Sometimes You Have to Listen More and Talk Less** - Positive communicators don't just talk. They listen. They ask questions and really listen. Research shows that when people feel like they are seen and heard there is a moistening in the eyes and yet in 90% of our conversations there is no moistening in the eyes. Positive communicators make others feel important by listening to them and truly hearing what they have to say.

**7. Welcome Feedback** - Positive communicators also listen to and welcome ideas and suggestions on how they can improve. They don't fear criticism. They welcome it knowing it makes them better. They send a clear signal to their team, customers, coaches, etc. that they are always willing to learn, improve and grow. Positive communicators say "I'm open. Make me better. Let's get better together."

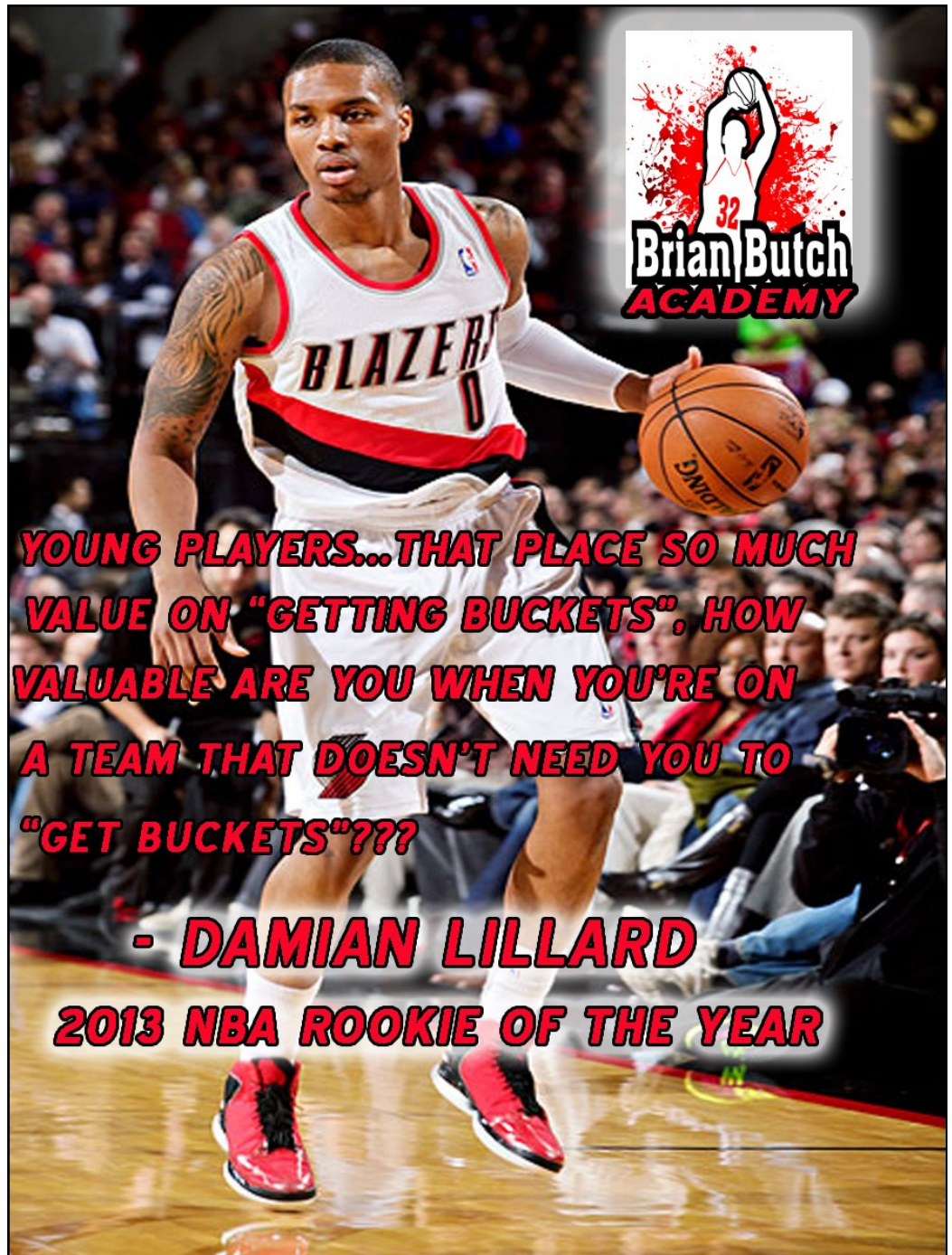
**8. Celebrate Success** - Instead of focusing on what went wrong each day, positive communicators focus on what went right. They celebrate their successes, even the small ones, knowing that small wins lead to big wins.

**9. Give High Fives, Handshakes, Pats on the Back, Fist Bumps and Hugs When Appropriate** - Positive communication isn't just verbal. It's also physical. Several studies have demonstrated the benefits of physical contact between doctors and patients, teachers and students and professional athletes. For example in one study the best NBA teams were also the touchiest (high fives, pats on the back, hugs). In a world where physical touch has become taboo because of misuse and abuse we must remember that it is a way we humans communicate naturally and is very powerful and beneficial when done appropriately with good intention. Personally I'm a fist bumper and a hugger. When I meet people at speaking engagements I give them a choice. Bump or Hug. Whichever they are more comfortable with is great with me.





*Nothing good is easy.  
Nothing easy is good.*





## 4 Things Needed to Build a Team:

1. **Shared Ownership:** Concept of Renting vs. Owning. Your kids must feel like they own part of the team, but they don't drive the bus (the inmates don't run the prison). \*\*It's not My team, it's Our Team\*\*

What can I do today to make our team its best in March?

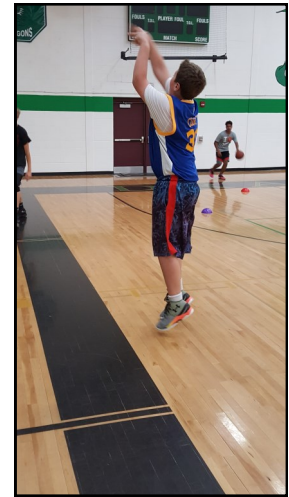
2. **Shared Suffering:** There's not much thinking at a wedding, but at a funeral, you think a lot about life. "There is nothing like suffering to evaluate your life."

→ For every 100 that can handle failure, there is but 1 that can handle success

3. **Individual Responsibility:** Be your own captain.

\*\*If your best player is your hardest worker, you will have a great year. If your best player is a loser, you will have a terrible year, or at the very least, you won't reach your full potential as a team.

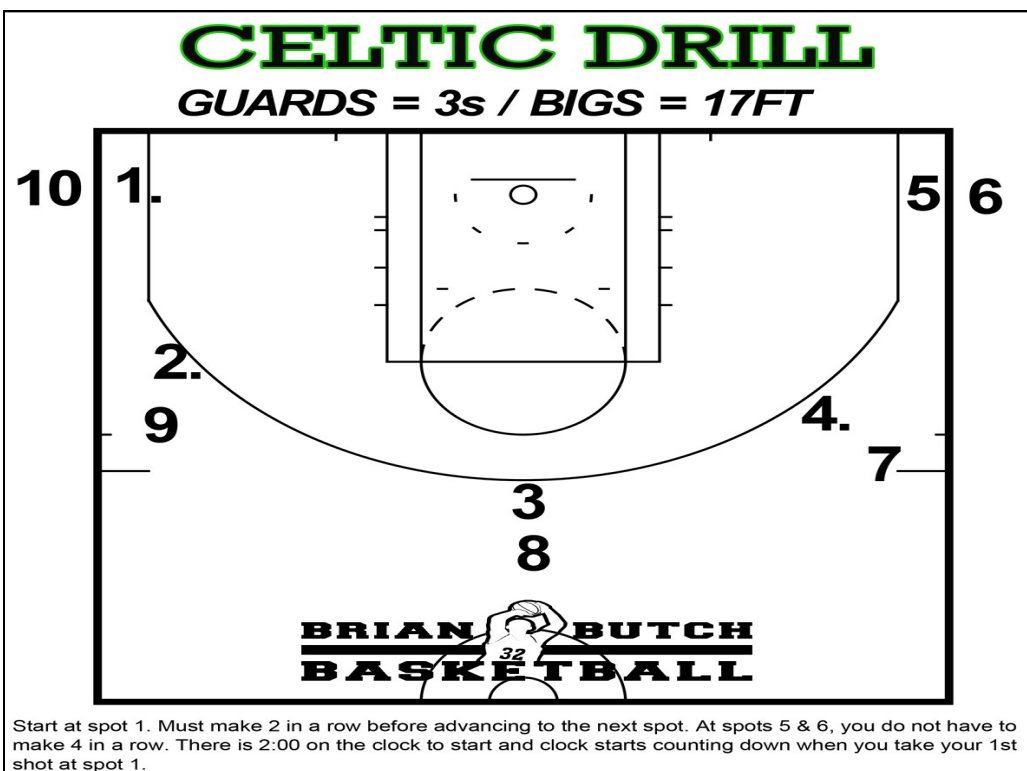
4. **Collective Pride:** Everybody must be accountable. Everybody should feel good when somebody else gets the credit. Are your kids upset if their teammate is featured in the newspaper? Are your kids mad when they play bad but the team wins?

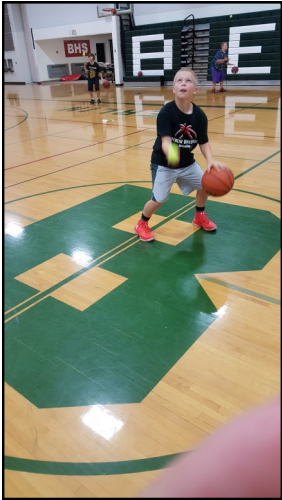



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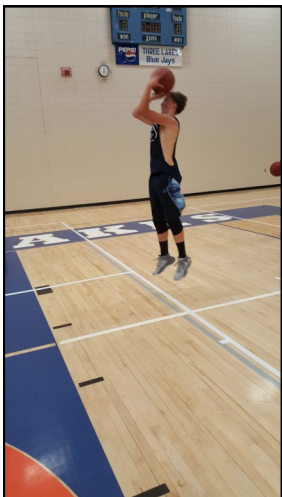
*Leadership is a transfer of belief.*

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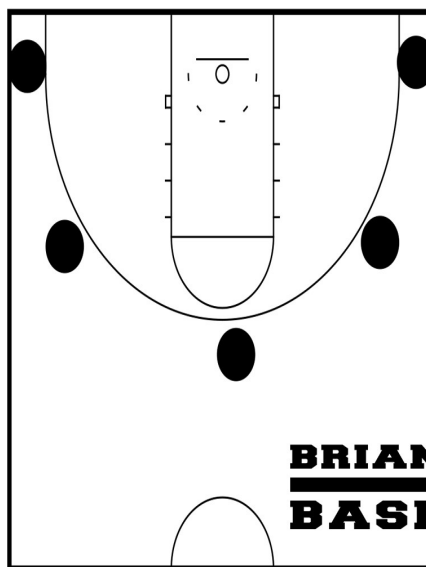


*It isn't about WHERE you trap, it is about WHO you trap. We trap guys who can dribble.*  
- Skip Prosser



# "To those much is given, much is expected in return."

## FLORIDA 5 X 5



### 5 Shots from 5 Spots

1. Rip, drive & layup
2. Shot Fake & go pull up
3. Shot Fake & cross pull up
4. Shot Fake, crossover & step back
5. 3 pt shot

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Make one of each before moving on to the next move. Make all 5 shots from that spot before move to next spot. Keep track of total shots attempted.