

Volume 2, Issue 12
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ELEVATE YOUR GAME

BRIAN BUTCH

BASKETBALL



THANK YOU TO EVERYONE WHO ATTENDED OUR 2018 SUMMER CAMPS IN APPLETON!!!

Special points of interest:

- Academy has boys & girls from 45 different high school programs!
- Academy Fall Dates are set!
- Academy Winter Dates are set!
- We will be releasing our Appleton Camp dates for next summer around January 1!!!

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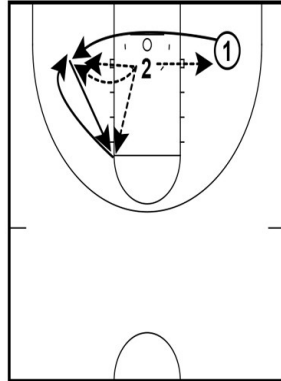


2019 APPLETON CAMP DATES WILL BE RELEASED IN JANUARY!!!

Brian Butch Basketball Academy

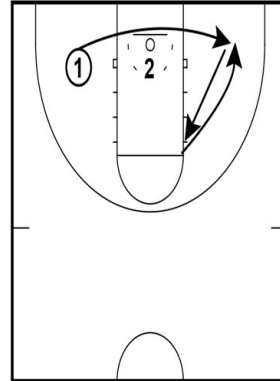


Ladder Shooting
Drill Work



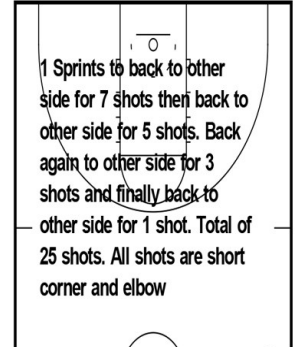
Player 1 takes 1 shot then sprints to other short corner, takes another shot then to elbow for shot and back to short corner for another shot (3 shots total)

Ladder Shooting
Drill Work

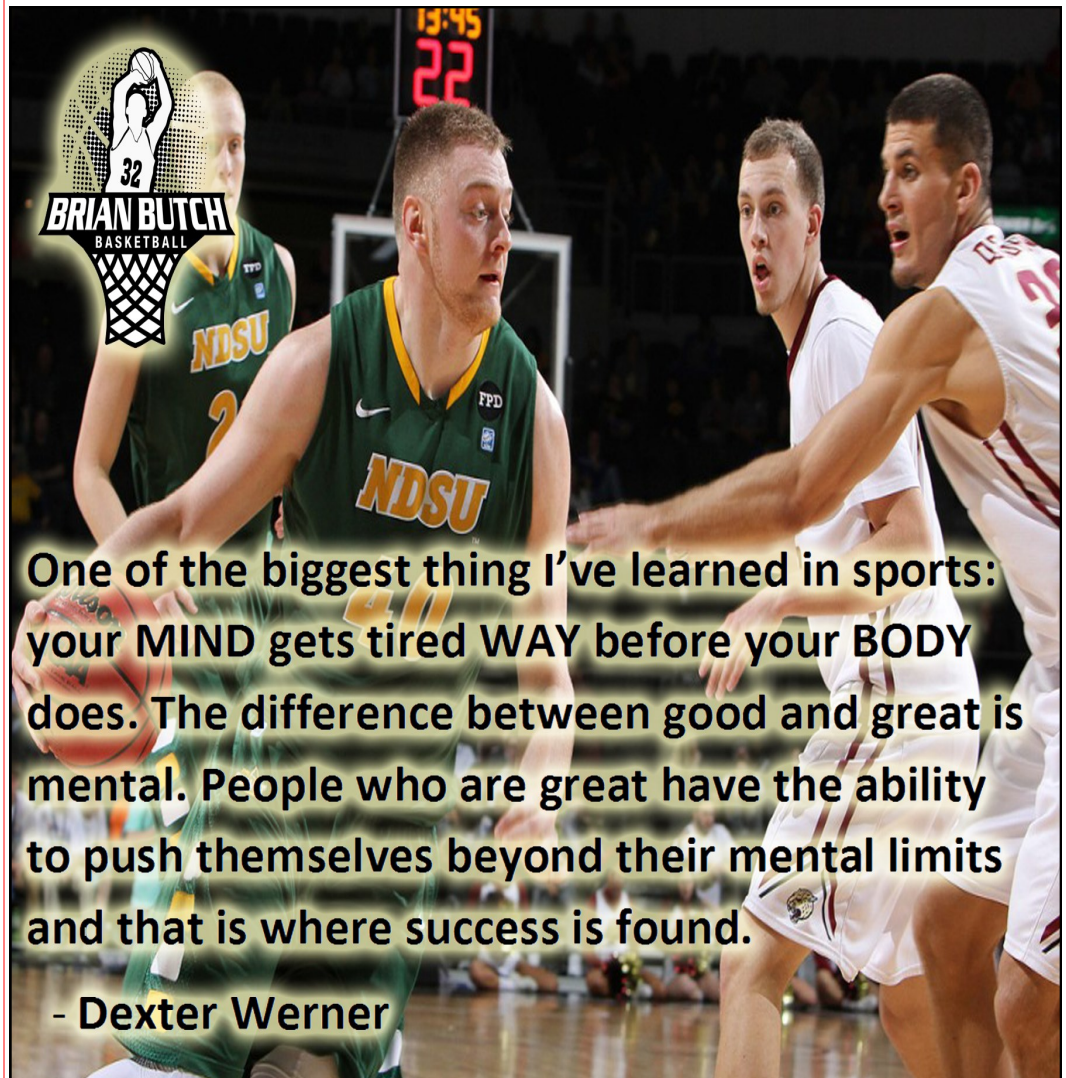


1 sprints back to other side. Takes 5 shots total between short corner and elbow

Ladder Shooting
Drill Work

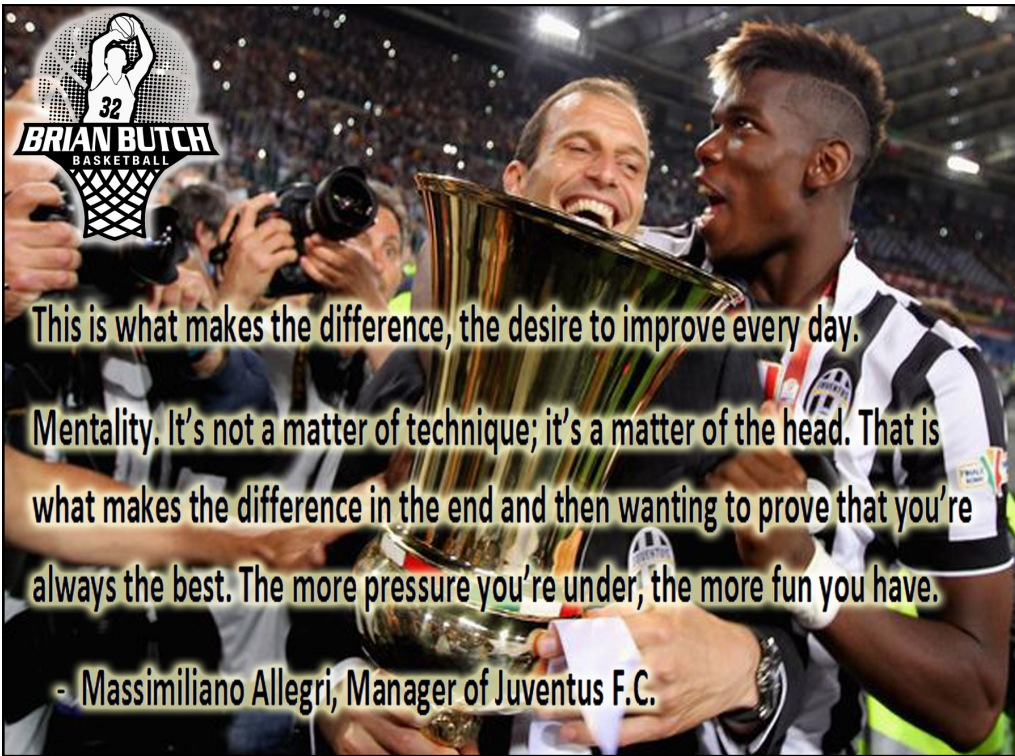


**Don't expect
perfection. But do
expect
accountability.**



**One of the biggest thing I've learned in sports:
your MIND gets tired WAY before your BODY
does. The difference between good and great is
mental. People who are great have the ability
to push themselves beyond their mental limits
and that is where success is found.**

- Dexter Werner

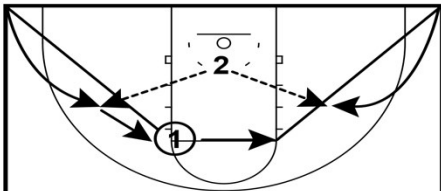


This is what makes the difference, the desire to improve every day. Mentality. It's not a matter of technique; it's a matter of the head. That is what makes the difference in the end and then wanting to prove that you're always the best. The more pressure you're under, the more fun you have.

- Massimiliano Allegri, Manager of Juventus F.C.

Indiana Intensity

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Drill Work

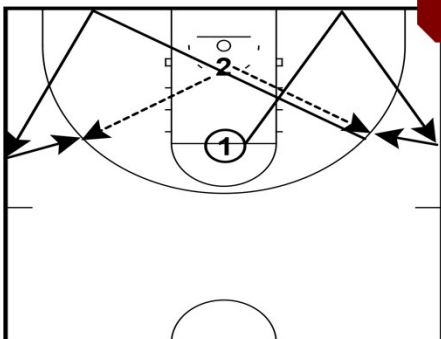


Brian Butch Basketball Academy
Drill Work

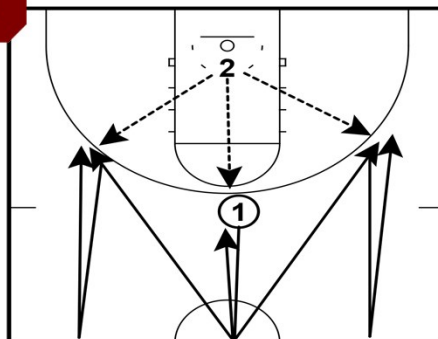
How it works – You will cut to various areas on the floor, before setting up to take a shot. After taking an initial shot, you will repeat the same action on the other side of the floor. Each series of shots will include 5 from each side of the floor, or a total of 10 each round.

- Start at the elbow and sprint to the corner. Come back to the wing area, curling for a jump shot. Get to the starting elbow again, then slide to the other elbow before sprinting to the corner and curling back for a jump shot. Repeat this action 5 times for a total of 10 shots. (Shoot 5 Free Throws)
- Start at the free throw line. Sprint to the baseline (short corner area), then to the sideline and come back to a 3 point catch and shoot in the wing area. Sprint through the other short corner and touch the baseline, then the sideline and come back for a spot up 3 on the opposite wing. Repeat for 5 cycles for a total of 10 shots. (Shoot 5 Free Throws)
- Start at the top of the arc. Sprint to the timeline and back to the 3 point line for a pull-up 3. Shoot 5 shots from 3 designated spots (point, wing, wing) Total all 15 shots for best score. (Shoot 5 Free Throws)

Brian Butch Basketball Academy
Drill Work



Brian Butch Basketball Academy
Drill Work



Winners do not do different things. Winners do things differently.





If you commit to nothing. You'll be distracted by everything.



4 C'S TO IMPROVE YOUR RELATIONSHIPS AND TEAM

To build a strong team, family and organization you need to have great relationships. To have great relationships you must invest your time and energy in your relationships. To help you do this I want to share 4 C's to improve your relationships and team. They are practical and powerful. Best of all you can implement them today!

1. **Communicate** - Communication builds trust. Trust generates commitment. Commitment fosters teamwork and teamwork delivers results. It all starts with great communication. Unfortunately many relationships and teams suffer from poor communication. A lack of communication leads to voids and where there is a void in communication negativity will fill it. We must make time to communicate consistently and constantly in order to fill the void. In a world filled with busyness and stress it takes more time to communicate collectively as a team and individually with your team members but when you slow down and do this you build stronger relationships and stronger teams.

2. **Connect** - Communication begins the process of building trust but connection is where a bond of trust is created. Connecting is essential because you'll never have commitment without connection. If you want a committed relationship and a committed team you must make the time to connect with them. A quick tip is to intentionally connect with one person on your team or one person you lead each day. It doesn't have to take a long time. Even 10 minutes will make a difference. Ask them how they are doing and really listen. Have a meaningful conversation. Ask how you can help them. If every leader and team member did this we would have much stronger teams. Also make time to connect at home. My wife and I take walks at night as a way to talk and connect. We pray together before bed. When my children were younger we had family meetings each Sunday. My children are now in college and I use Snapchat (I only use Snapchat for my family) to send them videos and chat with them as well as Facetime.

3. **Commit** - Everybody wants their team members to be committed but if you want commitment from others you have to show your commitment to them. It starts with you. I asked a coach, a business leader, and a school principal when your team became great. They all said when we served each other instead of ourselves. Commitment always looks like service and sacrifice. Commit to your team by finding ways to serve them and make them better. In fact, start by picking one thing you will do to be a better team member. When you commit to your team members and team you demonstrate that WE is more important than me and you become the leader and team you are meant to be.

4. **Care** - If you knew someone cared about you and had your back would you be more open to their feedback? Of course you would. And it's the same with your team members. When people know you care about them they will be more likely to care about you and what you have to say. The often used quote "People don't care how much you know until they know how much you care" is so popular for a reason. It's true. Don't just show up and go through the motions. Instead, show your team members that you care about them. When you care you build a team that cares. A team that cares builds greatness together.