

Hubie Brown

HEAD COACH—MEMPHIS GRIZZLIES

Nike Coaching Clinic - Las Vegas, Nevada (May 2004)

How can I relate with a modern day player? If you're coming back, you're coming back with a track record...a presence.

Players must adjust to me — ALWAYS!

Players must buy into what you do. You can be as tough as you want if you're fair.

Because you're going to give us your heart — you will have our best. When we say practice one hour and thirty minutes it ends exactly in one hour and thirty minutes. We as coaches promise to be organized and meticulous...we will help you to be your best.

We (Memphis Grizzlies) have four rules:

#1 BE ON TIME...we can fine them...\$1,500 1st time, \$3,000 2nd time, \$6,000 3rd time...we always give them 5 minutes.

#2 THEY HAVE TO PLAY HARD...you only lose your minutes if you don't play hard...they must be accountable...if we take them out in the second half for not playing hard they don't get back in.

#3 KNOW YOUR JOB...our game is played by men...we traded a couple of kids that didn't know their jobs.

#4 DO YOUR PLAYERS KNOW WHEN TO PASS AND SHOOT...do you know where your players shoot best from.

Communication is the key to coaching...you must read your people. We start practice in the middle of the floor with me talking for approximately 2 minutes. I am reading their eyes. Read you people before you start. If I detect a problem I have an assistant coach confront the problem — I like to do it right now.

I do not have a doghouse — if I get on their butt today — tomorrow is a new day.

This year I had a player who was upset with me because he was not in the game at the end. The next day he did not show up to the start of practice. I told the other 11 he would be fined but that they should keep in mind that he is not screwing the coach — he is screwing the whole team.

Who breaks any of the four rules? The selfish player.

So what do you do with the guy who breaks this rule — you take care of it right now and you provide the discipline to allow him AND the rest of the team that nobody is bigger than the team.

The WINNERS already understand you.

The MIDDLE-OF-THE-ROW guys understand you when you turn the corner.

The DOGS never buy in, never understand you, and will never win for you — NEVER! A dog has never played a big game for you in a big game. I guarantee you it has never happened. A dog can get you fired.

Communicate in some way with every player everyday.

As a coach, you are somewhere between Bob Knight, Dean Smith and John Wooden. Three of the greatest teaches of the game.

This is the best thing I am going to tell you: Know who you are.

Never be a chameleon — they (team) must know who you are everyday.

I made these 5 promises to myself in taking the Memphis job:

#1 I will not get an ulcer coaching this team.

I will be me...I will let it out...this is who I am...but remember you cannot win at any level without your team...after every game I shake every guy's hand...I love my guys — I may not always like them — but I love them all...if you're real, they'll feel you.

#2 I am not becoming an alcoholic .

When I was in New York, I had 5 beers before the press conference. Why? I had 100 idiots questioning every move I made — every thing!...Don't go at the media — you will never win.

#3 I will not have a nervous breakdown.

#4 I will not do drugs.

It happens!

#5 I will not get divorced over this job.

You cannot go to the next level if you're not married to a horse.

As you climb the coaching ladder, material gains and perks increase but security dwindles.

When I was on top of my game I became a hell of a jerk.

Keys: Organization

Style of Play

Developing Potential

3 Wishes For You:

1. Please stop saying "I" — it's we, our staff, team.
2. Pray that you lose (lost) early in your career.
If so you figured it out that it's about the kids and teaching.
3. Only take from others what you can teach.
Don't try to be all things