

The system is broken.

Maybe not entirely, and maybe not everywhere, but for the most part our system for development is broken.

Here's why...

1. Life lessons get missed. Sports are supposed to teach life lessons and equip athletes for success in other aspects of life. This is what we hope for as parents, but if coaches and trainers don't know how to connect the dots, this gets missed.

2. Anyone can coach a summer team. Teachers require degrees, but coaching often just requires a whistle and a willingness to show up. As a result, many coaches aren't equipped to help a player (or team) fully develop or live up to their potential.

3. High school coaches don't have enough time. There's rarely enough time to develop players holistically. Mental training, leadership development, decision-training, and developing a player's basketball IQ get compromised by a focus on systems, plays and game preparation.

4. It's more than skill development. Personal trainers typically only focus on skills, which are important, but a player can develop their skills and still not know how to play the game.

5. Players don't have a blueprint. There are countless players who want to become the best player they're capable of, but they don't know how. As parents, we want to do everything we can to help, but we often don't know how either.

As a result of these shortcomings, players are disappointed by their experiences in the game, and parents are frustrated seeing their kids fall short of their potential.