

BUILDING A SUCCESSFUL  
PROGRAM Dennis Cox Clayton State  
University

I. Three Lessons to Learn Every Season

How to Win (Game  
Season)

II. Develop a System and Believe In It

Do One Thing Better Than Anyone Else That No One  
Can Stop

III. Recruiting

Develop a Family Environment that Kids Want to Be  
Adopted Into

IV. Earn Your Team's Respect

Guidelines, Not Rules – No “I  
Gotchas”

V. Do the Little Things for Your Players

Making Them Look Good to Feel Good and Play  
Good

## VI. Get to Know Your Players

Spend Some Individual Time Outside of the Gym and the Office

## VII. The Importance of Assistant Coaches

How to Work Hard  
(Preseason)

How to Compete (Practice  
Season)

Stay Consistent from Year to  
Year

Find Your  
Niche

Recruit For Your  
System

Be  
Consistent

Be  
Visible

Establish a Work Ethic of Your  
Own

“Say What You Mean and Mean What You  
Say”

Handshake Deal (Coach  
K)

Not My Team – Our

## Team

“They Don’t Care How Much You Know Until They Know How Much You Care!”

Take a Day Off and Have Fun

Remember Birthdays

Team Bonding Activities

Biweekly Meetings for Academic and Personal Issues

Assistance in Decision Making

The Most Important Job of My Assistant Coach is to Tell Me When I’m Wrong (Coach Summit)

Always Have the Pulse of the Team and Be a Filter to the Head Coach

Do Your Players Want to Hang Around You and Your Staff?

## VIII. Build Team Chemistry

The Cadet Honor Code: “Don’t Lie, Don’t Steal, Don’t Cheat”

Everyone Understands That We Can Win Without Any One Player – Everyone is Replaceable – Including Me

No Player is More Special Than Another

Our Best Player Knows That I am Going to Be Hardest On Her Every Day

Address Small Issues Before They Become Big

## Problems

Honest Communication Between Teammates and Coaches – Eye Contact

Don't Treat Them All the Same: People Who Deserve To Do More Should Do More

Community Service To Those Less Fortunate To Keep In Perspective How Good They Really Have It

Expect Every Player to Graduate