



Take advantage of this rare opportunity to learn in person with one of the top basketball teachers in the country.

# PEAK PERFORMANCE TRAINING

I train individuals, both boys and girls, who are interested in becoming basketball players. Numerous things go into becoming great at the game of basketball. There are NO elevators that will take you to PEAK PERFORMANCE, you must take the stairs.

I have trained basketball players at every level which includes beginner, intermediate and advanced. I have vast experience at training beginners, elementary, junior high, high school, college and pro players (NBA and European pros). My training is extremely focused, intensive training that is essential for improvement. Every individual's improvement starts with self image, realistic goal setting, work ethic, proper technique and repetition of fundamentals. THE MENTAL IS TO THE PHYSICAL AS 4 IS TO 1.

I offer individual or group sessions. Before training begins, I will meet with the player so I may assess the individual's skill level. Once we have the assessment of skill, we develop an action plan and specific goals that we can agree on. Every participant has to agree on a minimum of six training sessions to insure maximum learning and improvement. My specific training of fundamentals can be seen below.

The facility that will be used for training will be determined by Coach White and the parents. I have a number of facilities that are available to me. Parents are welcome to drop off or stay and watch the training sessions. Parents will NEVER participate in training. I teach the same way whether parents observe training or not.

*"Greg may be the brightest of all the young assistants that came through UCLA in the 80's & 90's. He has the total package." ~John Wooden, UCLA Basketball Hall of Fame*

Call Coach White at 304.400.4703 or visit us online at [GregWhiteBasketball.com](http://GregWhiteBasketball.com)

- Individual Lessons
- Group Lessons
- Team Lessons





# Read Coach White's Bio

## The Big 5

Stance | Concentration | Quickness | Balance | Play Hard

## TEACHING AND LEARNING CONCEPTS

### ATTITUDE

Listening, Enthusiasm, Work, Stance

### LISTENING

Skill, Attention Span, Eyes, Ears

### FOUR LAWS OF LEARNING

- #1: EXPLANATION
- #2: DEMONSTRATION (SHOW THEM HOW!) –
- #3: CORRECTION
- #4: REPETITION – REPETITION – REPETITION

### EMPATHY

Put yourself in their position. Observe your team: eyes, body language. Remember what it was like to be their age. Each one is different.

### DEVELOP COLLECTIVE EGO (FIST vs FINGERS)

US, WE, OUR FAMILY

Behavior Modification – Selfish Play (Fire Extinguisher)

Win and lose as a team; no one points a finger!  
Your players must love other players to be good.  
Don't violate the "FIST"!

### COMMUNICATION = TRUST

Language and tone of voice (AVOID SARCASM!)  
Everyone must look each other in the eye.  
Talk to players individually. Find something good!  
Be kind to one another.  
Sense of humor.

### FAILURE IS OK (COMPETING vs WINNING) ... (WOUNDS TO WISDOM)

Learn from failure: Abraham Lincoln – string of failures before becoming greatest President in our nation's history.  
Don't worry about making mistakes – learn from them.

Embrace the "process". Control your emotions. Fully understand what goes into losing. Then we can win!  
Adversity – Discouragement – Frustration – Referees – Subs – Injury  
Survive thunderbolts!

Modeling is very important because kids will do what you do. Over the long haul, the team will be a reflection of the coach's personality.

Great teachers make things seem "simple".

You must have a "PASSION" for teaching. "Be positive."

## ATTENTION TO DETAIL TRAINING

Shooting

Dribbling

Ball Handling

Passing

Receiving and Catching

Goal Setting

Mental Aspects

Attitude

Rules of the Games

Free Throws



### Education

Master of Science, Sports Management - Marshall University, 1993  
Bachelor of Business, Marketing - Marshall University, 1984  
Mullens High School, 1977

### Employment

Owner Greg White Speaks  
Owner Greg White Basketball  
Owner Big Shots Elite Basketball Camp  
Head Basketball Coach, Assistant to the President - University of Charleston, 2003–2010  
Head Basketball Coach - Marshall University, 1996–2003  
Assistant Basketball Coach - UCLA, (11 National Championships), 1995–1996 (Head coach Jim Harrick--National Championship Coach)  
Head Basketball Coach - University of Charleston, 1990–1995  
Assistant Basketball Coach - Marshall University, 1989–1990, (Head coach Dana Altman)  
Head Basketball Coach - University of Pikeville, 1984–1989  
Student Assistant Coach - Marshall University, 1981–1982, (Head coach Bob Zuffelato)  
Consultant and Speaker, Converse, 1979–1989  
Consultant and Speaker, Reebok, 1994–2002  
Consultant, AND 1, 2003  
Consultant, Nike, 2011–Present

### Achievements

Delivered over 2000 motivational speeches  
500+ wins as a head coach, assistant coach, and player  
95% graduation rate as a head coach  
Coached five NBA players (UCLA and Marshall)  
Has attended 28 straight Final Four's as a NABC member  
1987 coached nation's leading scorer. (Todd May, 40ppg, University of Pikeville)  
1992 WVIAC Regular Season Champions (University of Charleston)  
1992 WVIAC Coach of the Year (University of Charleston)  
1993 WVIAC Tournament Champions (University of Charleston)  
1996 UCLA Pac-10 Champions - NCAA Tournament  
1996 Assistant Coach in NABC Final Four All-Star game (assistant to National Championship coach Jim Harrick-UCLA)  
1997 Southern Conference Champions (Marshall University)  
1997 Southern Conference Coach of the Year (Marshall University)  
Largest Basketball Camps in the history of Marshall University, University of Charleston and in the state of West Virginia  
Conducted the famed UCLA Basketball Camps

### Player Achievements and Honors

Earned and maintained basketball scholarship at Marshall University, 1977–1981  
All Southern Conference Selection, three times  
2-time MVP and Team Captain at Marshall University, 1979–1981  
113 consecutive starts at the point guard position  
Record 3 point shooter at Marshall 22 feet arc 1980-81  
Record 18 assists in one game  
Record 701 career assists  
Member 1000 Point Club  
Played in Prestigious Portsmouth Invitational Tournament, 1981 (Portsmouth, Va)  
1977 High School All-American, Mullens High School, (played for legendary high school coach Don Nuckols)  
1977 WV High School Player of the Year  
1977 50 points and 15 assists in same game  
1993 Marshall University Hall of Fame Inductee

### Business Ventures

Owner Greg White Speaks  
Owner Greg White Basketball  
Owner Big Shots Elite Basketball Camp

Call Coach White at 304.400.4703 or visit us online at [GregWhiteBasketball.com](http://GregWhiteBasketball.com)