



The Stuff Nobody's Selling You

Seven things that make a program better and cost nothing. You will not find “time your practice” or “film your practice” on this list — you already do both. **These are the ones high-major staffs still leave on the table.**

01 Call the staffs who already played them

Your next opponent has been scouted three times in the last month by people who will pick up the phone. They know what the halftime adjustment was, which coverage actually bothered them, and what the ATO tendencies looked like live. None of that is on film. Staffs will watch eight games and never make two calls.

THIS WEEK Before the next scout, call two staffs who have already played them.

02 Read the CARA logs you already file

Every Monday somebody on your staff reports date, duration, activity type, and attendance to compliance. That is a season-long practice-load dataset with your name on it, and almost nobody in basketball ever asks for it back. Lay it next to your injury dates and your March shooting numbers.

THIS WEEK Ask compliance for last season's logs as a spreadsheet. Not a PDF.

03 Their head coach says it out loud

Weekly press conference, coach's radio show, the beat writer who has covered them for nine years. Opponents explain their own injuries, rotations, and what they are working on that week, on the record, for free. It takes an assistant twenty minutes and it is the cheapest intel in the sport.

THIS WEEK Add the presser and the beat writer to every scout packet.

04 Have somebody outside scout you

Self-scout is done by the people with the most tunnel vision on earth: your own staff. Trade with a peer program in another league — they break down your last four games, you break down theirs. You will learn what you actually look like to the guy game-planning you.

THIS WEEK One call. Trade scouts in the preseason, before it counts.

05 Your strength staff is sitting on data you have never seen

Force plates, wearables, jump and load monitoring — already in your building, collected daily, and the silo between performance and the basketball office is well documented in the research. The tools are bought. The handoff is what is missing.

THIS WEEK Twenty minutes with your S&C coach. Ask what they would flag if anyone asked.

06 Six questions, every player, every year

More than 2,700 players entered the portal in the two weeks after last season, and the research keeps landing on the same cause: the player-coach relationship. Ask every player the same written questions annually and file them. One exit meeting tells you about one player. Four years tells you about your program.

THIS WEEK Write the six questions now, before you need them in April.

07 Handwritten mail still lands

Every staff in the country is in the same inbox, the same DMs, sending the same graphic. Almost nobody writes. A short handwritten note to a recruit, a parent, or the high school coach who develops them gets read, gets kept, and gets shown around the gym. Postage is the whole budget.

THIS WEEK Five notes a week. Recruits, or the coaches who raise them.

Where the hours actually go

The list above is free and always will be. If your staff is still losing nights to film, scouting, and recruiting admin, that is a workflow problem — and it is fixable. **I coach too. Book a ninety-minute audit and we will map it.**

[Book a workflow audit](#)

thirtysecondtimeout.com/Consulting
Free play designer on iOS · App Store