

LARRY ROBERSON

VISUALIZE EXECUTE TRANSFORM



EMAIL | LROBERSON@NEVER-IDLE.ORG
CELL | (330) 701-0113

OBJECTIVE

TO USE BASKETBALL AS A CATALYST TO TEACH INDIVIDUALS THEY CAN SURPASS THEIR POTENTIAL BY HELPING THEM FIND, UNDERSTAND, AND EMBRACE THEIR CALLING AND PURPOSE IN LIFE.

EDUCATION



NYACK COLLEGE, 2005

B.S. Secondary Education - History
Minor - Bible Studies



CERTIFIED TRAINER

Vertimax Trainer



NASM CERTIFICATION, IN PROCESS

Strength & Conditioning
Sports Nutrition Coach

ROBERSON

EXPERIENCE

Garfield HS
Varsity Assistant



Cuyahoga Falls Cougars (IBL)
Basketball Player

CFCA HS (FL)
Varsity Assistant



Takeover
Assistant Coach

Brightstar Youth Services
Player Development
Coordinator

Red Team Scouting
Scout (NBA)



Lets Fly Together
Founder
Player Development

1998

2001

2004

2005

2006

2007

2008

2009

2010

2011

2012

2013

2014

2017

2018

2019

2021

2022

2023

2024



Nyack College
Basketball Player

Nyack College
Assistant Coach

St. V - St. Mary
Assistant Coach
2006 Ohio Final Four



Luke C. Moore HS
Head Coach

Dr. Henry Wise HS
Assistant Coach
Undefeated in 4A

Friendly HS
Assistant Coach

Suitland HS
Assistant Coach

TEC
Assistant Coach

NATIONAL CHRISTIAN ACADEMY
Assistant Coach

UNIVERSITY OF MARYLAND - EASTERN SHORE
Assistant Coach
[National Rankings](#)
#5 - Steals per Game
#8 - Steals Percentage
#10 - Turnovers Forced
UMES Team of Scholars Award



COACHING PHILOSOPHY

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Although coaches wear many hats, the concept of “educator” comes to mind when describing my ideals on what defines a successful coach. The two professions coalesce and easily can be interchanged when describing one another. I inspire and prepare individuals to become better individually and then empower a group of individuals to become a family to achieve goals they couldn't achieve individually. I set high standards for myself and the community I am connected too, while maintaining the focus of the objectives. Educators study their profession through evaluating the microcosm of their art through self-reflection, observing their vocation through different vantage points, and assessing what needs to be mastered for their students to be successful. As an educator, I encourage questions to be asked and build strong relationships that don't break but strengthen under the pressures of adversity. Although I am a coach, I am a student of my craft and I encourage the people I influence to be students of their craft. Every decision is a teaching moment, and every decision can be connected to the objectives that are being sought out to determine if our actions are in line with our goals.

Furthermore, a coach also means a device that moves passengers from one place to another, whether by land, sea, or air. As a coach, I am responsible for taking care of my passengers while they transition into adulthood. I must provide a challenging atmosphere for my players that teaches them how to protect their mind, heart, body, and soul during their journey to understanding and embracing their purpose in life. Throughout this journey I focus on the importance of systems. What they are and why it is important to not only establish systems, but master systems in life. Preparation, making the right decisions, understanding their opponent's mindset and tendencies versus their own strengths and weaknesses will put them on the road to success. In order for this to be achieved, a coach must create an atmosphere that allows for absolute truth to be discovered, respected, and accepted through collaboration while protecting the sanctity of the individual and team. When the coach has successfully turned a team into a family, the team resembles a family which no longer competes against each other through negative conflict, but through harmonious competition that strengthens the individual and team to overcome any adverse situation; this allows the team to be strengthened because truth is not only being continually practiced and pursued but each family member is being held accountable to that truth. The pursuit and the acceptance of truth, accountability, and execution of the found truth are ideals that are the cornerstone of a successful community.

The role of educator is synonymous with my ideals of being a coach. High standards, assessment through different vantage points, learning while teaching, keeping the team as the focal point, protecting players through the transition of learning, and teaching players to develop and master systems are the expectations I have set for myself. Players will learn how to master life while playing the game of basketball and develop into individuals who succeed far beyond their own potential while paying it forward.

COACHING PHILOSOPHY

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A WINNING CULTURE REQUIRES DETAILED PREPARATION, CONSISTENT EXECUTION, ACCOUNTABILITY, BEING RELENTLESS, AND EFFICIENT SYSTEMS THAT CONSTANTLY DOMINATE UNDER PRESSURE



ROBERSON

PLAYER DEVELOPMENT PHILOSOPHY



1

INDIVIDUAL PLAYER DEVELOPMENT

Focus on the player's individual strengths and weaknesses. Develop the player's bag while continuing to strengthen what they are skilled at. Develop the skills needed to earn more playing time while also mastering the role for the season.

2

ROLE DEVELOPMENT

Focus on the player mastering their role. Simulate the game as much as possible. Game Derived Shots are strengthened, emphasize, and simulated in practice. Mastering efficiency is the goal since shots are limited during the game.

3

TEAM/GROUP DEVELOPMENT

Focus on team skills and weaknesses and build relationships. Practice team concepts and team shots by chunking offensive and defensive actions to build trust and confidence.

4

IN-SEASON MAINTENANCE

Focus on players getting up enough shots (role shooting) to maintain the rhythm they established during off season training. The focus is to balance shot management with load management. Limit the movement but focus on the technique. Sessions should still be competitive but not always exhausting.

There are four layers to establishing an effective player development program that translates to in game production. Individual Development, Team/Group Development, Role Training, and In-Season Maintenance. Each layer is very important for the development of a player and when a player struggles, their weakness will fall into one of these concepts. A successful program who is effective in developing their players will understand how to get the most out of everyone of these concepts.

PLAYER DEVELOPMENT PHILOSOPHY

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I started my player development career out of the love of teaching my little brother and sister how to play basketball. They went on to play Division I and II basketball. From there I trained teammates and myself and helped extend our careers. The relationship I built with my family and teammates helped me understand that the relationship is the foundation for developing any player. Trust, respect, vulnerability, and love allows for growth to occur and without it will hinder any coach from getting the most out their players. When a player and coach believe they are family, there's no limit to how much a coach can challenge the player and players will have the ability to surpass their potential.

After developing a strong relationship with players, being unreadable is the next important concept within my player development philosophy. As an elite offensive player, whatever a defender guess should be wrong. This is not limited to scoring but getting open and handling pressure. This starts with being in the Set (Reset) stance which allows you to respond to the defense without any limitations. From there, footwork and pace will allow any player to gain the separation needed to score or relieve pressure.

My focus as a player development coach is to make players valuable assets and make them the best possible player they can be. The goal is to develop players to play on the highest level possible, earn valuable playing time, and make money while playing the game they love. I achieve this goal by creating an all-around player by establishing **Foot Discipline, applying S.T.AR² Training, and understanding reads and counters**. A player with a tight handle, who is an efficient shooter/ scorer, ambidextrous, and great at reading and countering the defense is the offensive standard. Defenders will be effective on ball defenders and great off the ball defenders. The defenders will dictate to the offense and by doing so will allow them to correctly make defensive reads and anticipate without hesitation.

As a former teacher, I understand the importance and power of manipulatives and I use them when I train. I invest in resources that will expedite player growth and performance and I have developed training aids to help player development. I believe in not just training through the art of basketball but using different sports like soccer, football, and boxing to help develop players. It is a scientific fact that players who play multiple sports has an advantage over players who play one sport because more muscles have been trained. Multiple sport athlete bodies will be more developed and serious injuries are less likely to occur.

Developing basketball players require coaches to develop the mind, body, and soul. As players train, they should be trained to become better people and basketball players while also training for injury prevention. Players should be trained to have mental toughness while playing calm and efficient through adversity. Players will be taught basketball will end one day and to enjoy the experience and not take it for granted. Basketball is not a right it is a privilege that will take them on a ride that can change their lives for the better.

If basketball is taught correctly, players will understand that life is a sport and basketball is preparing them to succeed not only on the court but outside the lines.

RECRUITING PHILOSOPHY

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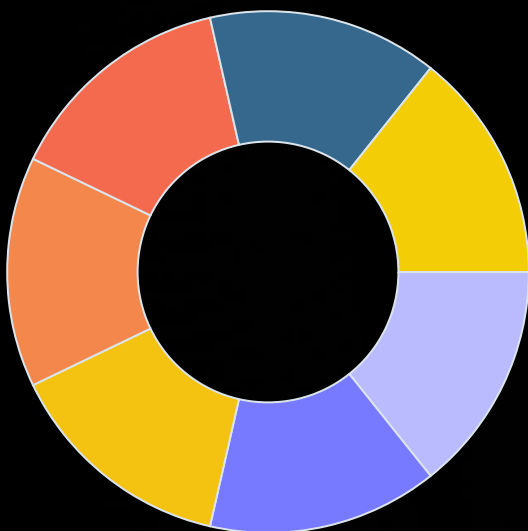
As a former teacher, I take pride in being able to communicate effectively and develop strong relationships with recruits that will guide them into choosing the program I am employed with. I specialize in connecting with recruits and helping them recognize the value of the program and illustrate why they should be a part of the next recruiting class.

Coaches are evaluated more so on how well they coach games as opposed to how much talent they bring into the program, but a coach is limited to the talent they have at their disposal. I understand the importance of recruiting and how bringing in not only the best talent, but the right talent is extremely vital for the success of the program. Players are the seasoning that every head coach needs to bring his coaching philosophy to life, and it is my job to find the correct seasoning for the head coach to be successful.

Determining the perfect recruit has been identified by the head coach but recruits normally come from winning programs who practices a culture relative to the program. Perfect does not mean flawless, perfect means "perfect fit" based on culture, skill, value, and need. Perfect recruits have already been groomed for the culture that they are being recruited for. These recruits will mesh effortlessly into the program as if they were there from day one.

CULTURE PLAYER

"SEASONINGS OF THE PERFECT RECRUIT"



- High Character, Highly Talented, & Available
- Intelligence w/ the Ability to Adjust
- Grittiness & Accountability
- Communication
- Grind to Win
- Gym Rat w/ a Motor
- Versatile Playmaker

RECRUITING CHARACTERISTICS

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HIGH CHARACTER, HIGHLY TALENTED, AND AVAILABLE

Highly talented players whose character is seen as superior to their talent. These players are great teammates, highly competitive, gritty, hates being stagnant but loves the process to become great and loves the team almost as much as they love their family. They are healthy, not injury prone. NEVER choose talent over character. If the player's character does not mix with the program's culture, the player should not be pursued.

HIGH IQ THAT CAN ADJUST

Intelligence with the ability to adjust. Players who are not only intelligent but can think on the fly and execute efficiently in pressure situations.

GRITTIENESS & ACCOUNTABLE

Players who hate the word "no" but also will understand the importance of the word no. Players need to have a mindset that says no is unacceptable, but these players should also understand the value of no with the idea of accountability. Players should embrace the idea of being held accountable. These players shouldn't be afraid of failure but afraid of the idea that more could have been done.

COMMUNICATION

Players talk to each other on and off the court to put each other ahead. The player knows how to communicate and allows for others to communicate with them.

GRIND TO WIN

Love the grind more than winning. Players need to understand the process it takes to win consistently. Players need to have mental toughness, who are not overwhelmed with feelings, and understand fun comes from having the ability to celebrate the wins.

GYM RAT WITH A MOTOR

The players not only love being in the gym, but they have a motor that is hard to match. They truly love the game and do everything possible to become a better player while pushing others to be either just as good or better than they are.

VERSATILE PLAYMAKER

Players are not one dimensional. Their skill set are difference makers.

THE BALANCE OFFENSE/DEFENSE

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Playing great defense and great offense will not always get you a win! Why? Because when two equal teams play each other, the balance of who plays great defense and offense will win. Streaks are what wins the game. How often can a team stop a team from scoring while also scoring on the other end and how many times can this be executed? Stops with no score or both teams scoring can result in no change in the score, not being able to pull away or not being able to catch up. Teams must find balance with executing on both ends of the floor consecutively to give themselves an opportunity to win. When teams learn how to do this consistently, the idea of winning a championship becomes realistic.

Defense wins championships is not a true statement. Defense wins games but great defense and great offense win championships. The midrange is not dead because an efficient midrange opens up the lane. If a defense does not have the option to force an offense into a bad shot (midrange), then the offense has the advantage. I believe that an offense should not have a weakness because the offense should be able to score on every level. This allows the offense to be able to adjust to any defensive plan. An offense that is limited is a team that is set up to lose.

On the defensive end of the floor, I believe defense should be able to press, trap, and force turnovers to limit field goal attempts and hold teams to a low field goal percentage. A special player defensive package should also be available to slow down an All-Star caliber player. Defense should not only dictate to the offense what to do but eliminate easy opportunities to score by making the offense shoot shots they are not statistically efficient at.

I believe that a team should also be able to play a slow game, fast paced game, zone game, press game. If a team can play these different types of styles, then they are equipped to win any game regardless of how much they fall behind. Most teams will be able to master each type of style but they should be able to compete against teams that have mastered a particular style of game that is not their own. This philosophy connects with the idea of the "comeback game and the half court game". Teams should have a style of play they can turn to extend games and win games that were considered out of reach while also winning close games that rely on half court execution.

This philosophy will allow for us to compete for championships annually. This will allow us to establish and maintain a winning basketball tradition.

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OFFENSIVE PHILOSOPHY

1

CREATE AND KEEP THE ADVANTAGE

Play with pace while understanding the strengths and weaknesses of the individuals in the offense. Once an advantage is created, the pace is increased to keep the ball ahead of the defense to create an easy scoring opportunity. Keep the defense guessing by playing a non pattern offense.

2

THE BALANCE OF PATTERN vs NON PATTERN

The movement and rhythm of a successful offense is predicated on how efficient players execute while the ball is in motion versus when the ball is in isolation situations. The perfect balance creates easy scoring opportunities for both pattern and non pattern players which allows for all strengths to be valued and utilized within the offense. Both types of players need to be Bonus Players. The more Bonus Players you have, the easier your offense will score.

3

TEAM ENHANCEMENT PROGRAM (TEP)

An offensive plan that describes the goals, adjustments, and strategies to meet a team's developmental needs so the team can produce efficiently under pressure. Chunking vs. Whole Training, Video Study, Special Situation Execution, and Creating Game Plans that teaches how to attack the defense.

4

IN-SEASON MAINTENANCE

The focus is to get teams to shoot efficiently by understanding how to get out of scoring slumps as early as possible. Using and emphasizing analytics, efficient movement, and building on the court relationships creates offenses that executes under pressure.

There are four layers to establishing an efficient offense that executes under pressure. Creating and Keeping the Advantage, which allows for easy scoring opportunities, is the primary objective. Whether the offensive strategy revolves around ball movement or isolation plays/actions, integrating both skill types will result in an unpredictable offense that is challenging to defend and enjoyable to watch.

OFFENSE

DEFENSE GOALS

GOOD SHOT TO BEST SHOT

- Paint Touches (Get Downhill or post touches)
- 15 Plus Assists
- + Easy Scoring Opportunities
- + Shooting Attempts than Opponent
- + Fast Break Points
- + Bonus Plays / Physical Drives
- + Offensive Rebounds
- 45% or Better FG%
- 40% or Better 3PT FG%
- Less than 10 TOs
- Limit Points Off TOs

THE DEFENSE DICTATES BY...

- Eliminate Offensive Rhythm
- Contest Every Shot
- Limit Paint Touches
- + 12 Steals
- Force 15 + TOs
- + Points Off TOs
- Physical Contact
- Limit Offensive Rebounds
- Shoot Less than 40% FG
- Less than 30% 3PT FG



"ANALYTICS TELLS YOU THE CHANCE OF WHAT COULD HAPPEN, BUT IT DOESN'T TELL YOU WHEN IT WILL OCCUR"

ARE YOU CLUTCH?

ANALYTICS

Analytics is a very important concept when creating and developing a successful basketball team. I understand how to incorporate analytics into individual player development plans, team development plans, recruiting, and pre- and post-game assessments. Tracking the tendencies and actions of players gives me an understanding of what should be prioritized and what should be negated.

I have developed teams to become more efficient shooters and better decision makers during the preseason and throughout the course of the season by identifying cold zones and making them hot zones by using analytics to identify weaknesses and improve upon them.

On the defensive side of the ball, I have developed players to be better defenders by helping them understand tendencies through analytics and how to use this knowledge to anticipate the next read.

No team should be the same team after competing against an opponent for the second time. Analytics gives a program the ability to progress faster and become a completely different team by the end of the season which can allow a deep run into the playoffs.

Analytics also allows for teams to find and identify the perfect player for the program.

When the correct analytical formula has been identified, winning becomes consistent over a long period of time because the correct players are chosen, and these players develop into better players throughout the course of the year.

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