

# Alberta Super Clinic 2012

## Good, Better or Best

by Mike Thomson

# Alberta Super Clinic 2012

**Good, Better or Best**

Or

**Be the Best Official in Your  
Local Association**

Or

What's on your floor?

# BE A GOOD PARTNER

## • Are You a Good Partner?

- Do you make the crew better or worse?
  - 1<sup>st</sup> take care of business in your primary
  - When you go outside your primary does your partner(s) say:
    - Good help partner **or** Hmmm – I am not sure about that
  - Minimize (eliminate) head scratching moments
  - Take feedback in, process - accept if it will make you better **or** discard – but if you have heard it before look in the mirror
    - But: a small word – yet it separates many people from their dreams
- ASK: What kind of a world would this be if everybody was just like me?**

# ART or SCIENCE

- **Is Basketball Officiating an Art or a Science?**

- **Becoming more of a science and moving away from being an art**
- **Why?**
- **Video – You Tube – Every call you make can be broken down**
  
- **Ever give the ball back to the player who knocked it out, because they got bumped. You saved the foul – is that good game management? It is easy for the artist but looks like crap on a TV replay. Why were you afraid to call the foul?**
- **Can you explain every call? Seriously?**
  - **Common Sense: is seeing things as they are and doing things as they ought to be done**

# WHO ARE YOU?

## • Establish Your Brand

- McDonald's: Consistent, Quick Service, Known Quality
- Tim Horton's: Good Coffee, Always Fresh, Multiple Locations
- Keg: Big Juicy Steaks, Young Staff, Good Times

- Honda        Reliable, Economical, Consistent
- Mazda        Zoom Zoom, Fun to Drive
- Mercedes    Class, Quality Workmanship, Status
- 

- What do you do better than anyone else?

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## • Establish Your Brand

- As a BASKETBALL OFFICIAL you need to develop your BRAND 'that is who you are' - then deliver unwavering consistency
- It is like flooring; are you:

**“Good, Better or Best”**

Who do you want to be?

- **Enthusiasm is the propelling force necessary for climbing the ladder of success.**

# PROFESSIONALISM

## What Do You Need to Deliver?

- **PROFESSIONALISM:**
- **(All things you control.)**
- **Appearance: Neat – Clean – Business Dress**
  - **Selling yourself – on display the moment you arrive**
- **Men: Clean shaven is a mandatory  
Jacket and tie is never wrong.  
Jeans are a never – no excuse**
- **Women: Business Clothes are a minimum.**

# PROFESSIONALISM

## PROFESSIONALISM IS:

- Arrival: Goal: Too Early
- Have someone say:
- ‘You know game time is not until 7:00 PM.’
- **NOT:** ‘You know game time is 7:00 PM.’
- Rested is required
- Your Bag: What is in your bag?
- 2 or more of key items (shoelaces, pants, shirt)
- Packed and ready immediately after items are washed.  
Do you list what is in your bag?

# PROFESSIONALISM

## PROFESSIONALISM IS:

- Preparation:
- Know the facility, the court, the clock shot & the game clock locations;
- Know all the markings on the court, backboard (game clock – shot clock above), wires, team foul locations, personal foul locations and time-out counter
- People Skills:
- Build relationships – not friendships
- Deliver a service – **FACILITATION** of a basketball game to a (happy) conclusion.

# GOOD BETTER BEST

## GOOD – BETTER – BEST

- **Set the bar high and then do everything in your power to exceed the expectations you set with:**
- Physical Ability / Appearance
- Communication / Teamwork / Mechanics
- Judgement / Consistency
- Game Management
- Availability (not today)
- Commitment / Sense of Duty (not today)
- **Luck is what happens when preparation meets opportunity**
- **The reason that a lot of people can't find opportunity is that it is often disguised as hard work.**

# PHYSICAL ABILITY / APPEARANCE

## YOU CONTROL

### Physical Ability / Appearance

- **be clear - each evaluator / assignor treats this criteria differently**
- **this is however the criteria that the non-basketball person would default to, and the criteria that most Coaches default to, at least in the first instance**
- **the criteria of FIRST IMPRESSIONS are Physical Ability / Appearance**

# PHYSICAL ABILITY / APPEARANCE

## YOU CONTROL

### Physical Ability / Appearance

- **SO WHAT IS THIS REALLY ABOUT**
- **we ask: does the individual look like an official?**
- **this can be how you carry yourself, do you demonstrate confidence in the way you ‘appear’, walk, run or do you look lazy in how you move or perhaps you ‘strut’ and appear cocky**
- **we call this ‘PRESENCE’ - it is critical to your success**

# PHYSICAL ABILITY / APPEARANCE

## YOU CONTROL

### Physical Ability / Appearance

- **'POSITIVE PRESENCE' conveys the image of an OFFICIAL**
- **fitness is understood to be critical but what is fitness**
- **the ability to work all 40 minutes at full effort, to not appear to labour but to thrive in the effort of the game**
- **it is more important to appear fit the younger you are, but a decent level of fitness is always required**

# PHYSICAL ABILITY / APPEARANCE

## YOU CONTROL

### Physical Ability / Appearance

- hustle (the ability to run when you could walk) at all times; or your work rate which must be on maximum
- foot speed, being the ability to not get out of position, is important
- being at the right place at the right time is critical and will be linked rightly or wrongly to fitness
- uniform must be the right uniform and be clean, neat, well fitted, polished shoes
- finally appearance is the totality of your visual presentation
- **leave the table hungry, the bed sleepy and the bar thirsty**

# COMMUNICATION

## Communication

- **COMMUNICATION is a significant factor in being successful**
- **great officials are all great communicators**
- **we have verbal communication, not always is it what you say but how you say it and how you make others feel (people always remember how you make them feel)**
- **non-verbal communication, body language is a major component of success**
- **you cannot afford a negative impression through unacceptable (lazy, lazzaire faire, or aggressive, cocky) body language**
- **your voice is a strong function of success - it must be strong, confident yet cool and collected**

# COMMUNICATION

## Communication

- **your whistle – how you blow your whistle is a component of your overall communication package**
- **a bad whistle causes a lack of comfort in the players, coaches and fans**
- **proper signals and procedures at the point of the call and at the table matter**
- **must fit within the middle third of the spectrum or it hurts you**
  - **Character is easier kept than recovered**
  - **Reputation is precious but character is priceless**

# TEAMWORK

## Teamwork

- **TEAMWORK has become a significant issue since the evolution of 3-person officiating**
- **not near as important in two person**
- **one of the reasons the 'flamboyant' official is no longer in vogue**
- **respect for partners is an imperative and demonstrated during every decision**
- **respect for crew and the dynamics of the crew is a must**
- **respect for the game an absolute**
- **anticipation of the place where the critical play is to occur is part of this criteria**

# MECHANICS

## Mechanics

- **MECHANICS** have taken a back seat in basketball officiating in recent years but only to the point that there are few absolutes, but you must be in that middle third of the spectrum
- administration of throw-ins and free throws has accepted criteria
- floor positioning and floor coverage must fit in the spectrum but not be absolute, it is understood that different officials need (marginally) different looks to be successful
- front court position considered
- transition, press coverage is noticed and measured
- make or break calls (life or death calls) must be made, but how you make them is equally important

# MECHANICS

## Mechanics

- Know the philosophy behind the mechanic
- It is the only way to adjust your floor positioning to get the best result
- Must be inside the 60% majority of the spectrum – not on the 20% edges at either end of the spectrum
  - **Mechanics are like surgeons tools, to get the job done they must be kept in tip top shape**

# MECHANICS

## Mechanics

- What do you do better than anyone else?
- Don't "Hit and Run" – inform before leaving spot
- React professionally with composure
- Don't over emphasis the simple (time-outs, good goal, block – charge) – these are not special situations
- **Mechanics can become your pride and confidence, work on them, refine them and improve them and watch out because they will carry you further than you imagined**

# JUDGEMENT

## Judgement / Consistency

- **JUDGEMENT and CONSISTENCY go hand in hand over the entire length of a game, a series, a tournament or a season**
- **yet let's be clear this is not calling the same play the same way every time**
- **get the call right and there is no comeback or questioning the official in this area**
- **most important aspect of officiating that you can learn**
- **do you get the call you have to (the make or break call)**
- **when do you go out of your area to 'get' something**

# JUDGEMENT

## Judgement / Consistency

- **how do you officiate collisions, you must officiate all collisions to be successful**
- **how do you handle hard contact, will you call intentional fouls as intended**
- **what is your 'FEEL' for the game, or do you call the same play the same way every time**
- **knowledge / application of the rules, must know both the rule and the intent**
- **recognition of FIBA principles (verticality, advantage / disadvantage)**

# JUDGEMENT

## Judgement / Consistency

- **what do you call (as importantly) what do you not call**
- **do you recognize the level of play and how the same play may have a different result as different level**
- **stay away from terms like 'I was passing' (you are saying it was a foul but you were not calling it)**
- **do you officiate violations or only fouls**
- **composure / confidence – display at all times**
- **is your tolerance level well defined**
- **do the players (coaches and fans) know what you are going to call and can they adjust**

# GAME MANAGEMENT

## Game Management

- perhaps the hardest of the criteria to describe / define
- however like the judge who said, I can't describe what 'pornography' is, but I know it when I see it **GAME MANAGEMENT** is easy to recognize
- how you carry yourself during the game, the messages you impart during games
- deadball efficiency, how you 'manage' deadballs is a significant factor in game management
- do you create flow or do you unnecessary interrupt flow

# GAME MANAGEMENT

## Game Management

- **do you create a structure / platform for the players to be successful or do you make it impossible for the players to understand who you are as an official**
- **cool, calm, collective (composure)**
- **work with table officials, players (captains) and how you relate to coaches**
- **must deal with bench decorum, not acceptable to let coach embarrass you, partners, opponents or game**
- **courage to make the right call including the tough call not the popular call**

# GAME MANAGEMENT

## Game Management

- emotional control is critical
- does everything you do help the game
- how do you use the technical foul to help the game
- 
- **GET IT RIGHT AND THERE IS NO COMEBACK**

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## CONCLUSION

- **GAME MANAGEMENT**
- **JUDGEMENT / CONSISTENCY**
- **COMMUNICATION / TEAMWORK / MECHANMICS**
- **PHYSICAL ABILITY / APPEARNACE**
- **Master these areas of the game and you will succeed as an official. Officiate every game with these criteria in mind, assume that you are being watched / evaluated every game.**
  - **Good, Better or Best**
  - **Which do you want to be?**