



STRIVE TO EXCEL



**The Players Handbook
To Our Core Value**

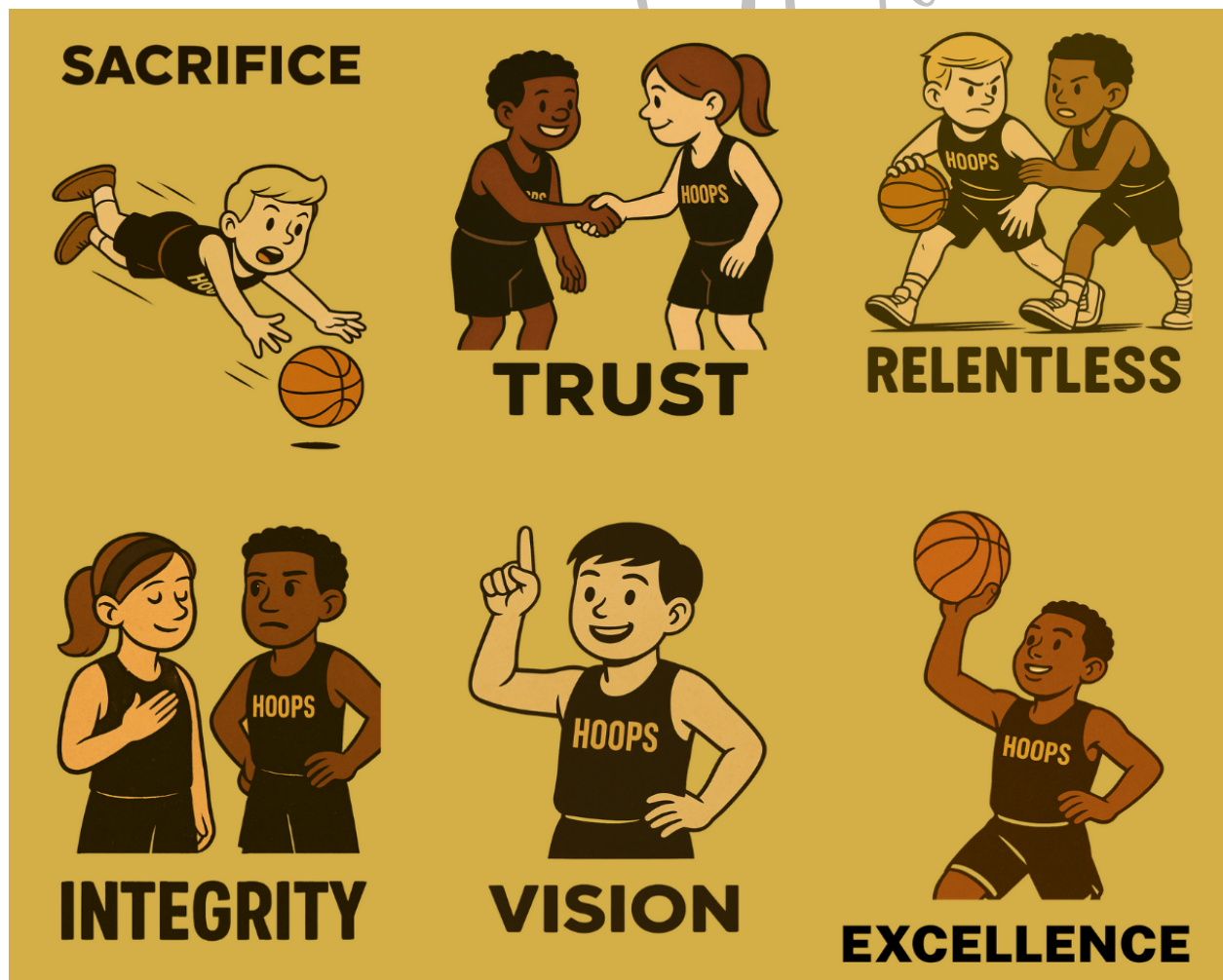
Strive to
Excel

INTRODUCTION: STRIVE to Excel

Welcome to Hoops World Elite Basketball (WE), where developing fundamentally sound, team-first players is more than our mission: it's our identity.

The acronym for our team is WE, rather than HWE. Why? To emphasize that WE are a team and our players are not just Elite, but *World Elite*.

In today's youth basketball world, it's easy to get distracted by rankings, flashy plays, and short-term wins. WE focus on what truly lasts: strong fundamentals, selfless team play, and lifelong character. That's why we built our program around six core values: *Sacrifice, Trust, Relentless, Integrity, Vision, and Excellence*, which together form the acronym STRIVE.



STRIVE is more than a slogan. It's a daily commitment. It reminds every player that basketball isn't just about athletic ability; it's about effort, discipline, mindset, and teamwork. We use STRIVE to help players grow on and off the court, not just as athletes but as future leaders.

Here's a look at what each STRIVE value means to us:

SACRIFICE means choosing long-term growth over short-term glory. It's staying after practice to work on weak spots. It's accepting your role - even when it doesn't involve scoring. It's understanding that the team's success matters more than your individual stats. Just ask Tim Duncan and Andre Iguodala: two NBA stars who embraced selfless roles to lead their teams to championships.

TRUST is the foundation of every great team. It's believing in your coach's plan and in your teammates' effort. It's passing up a good shot for a great one. Teams that trust each other, like the Warriors with Steph Curry, Klay Thompson, and Draymond Green, are always greater than the sum of their parts.

RELENTLESS players don't take plays off. They dive for loose balls. They chase rebounds. They defend until the whistle. They play with heart, like Jimmy Butler and Marcus Smart—athletes who turned hustle into leadership and effort into elite performance.

INTEGRITY is doing the right thing even when no one's watching. It's showing up early, staying focused, and owning your mistakes. Kawhi Leonard and Jrue Holiday model this quiet consistency—letting their work speak louder than their words.

VISION helps players see beyond the now. It's setting goals, reading the court, and understanding how your actions affect the whole team. Chris Paul and Sabrina Ionescu are examples of visionary athletes who elevate everyone around them.

EXCELLENCE is about how you do the little things. It's being intentional in every warm-up, every rep, and every interaction. Players like LeBron James and Diana Taurasi understand that excellence is not an act - it's a habit.

When our players live out these values, they don't just become better hoopers—they become better people. We teach that fundamentals of footwork, passing, defense, and communication are not the boring part of the game. They *are* the game. And when paired with STRIVE values, they create high-IQ, high-character players who can succeed anywhere.

Whether you're just starting or already playing at a high level, remember talent may get you on the court, but STRIVE values are what keep you in the game - and prepare you for beyond it. Read on to discover how each value helps build complete players at Hoops World Elite.

Jalen Brunson: Built in the Basement

Jalen Brunson didn't become an All-NBA player by accident. His journey started in a basement - literally. Every morning before school, and every evening after dinner, he was down there with his dad, Rick Brunson, a former NBA player.

They didn't chase highlights. They chased habits. Jalen learned to pivot without traveling, pass with purpose, shoot with perfect form. If he made a lazy move, his dad made him start over. He didn't practice until he got it right, but until he couldn't get it wrong.

In high school, while others chased clout, Jalen chased the right decision. He became a national player of the year - not because he was the flashiest, but because he was the smartest, most prepared, most reliable.

At Villanova, he led his team to two national championships by doing the little things with excellence. Footwork. Timing. Patience. In the NBA, scouts said he was too small, too slow. He proved them wrong—not with size, but with skill, strength, and smarts.

Jalen Brunson shows us that greatness is built, not born. It's built in basements, in empty gyms, in every rep no one else sees. Excellence isn't flashy: it's faithful. And it always shows up.

Strive to Excel

SACRIFICE: Embrace the Grind to Be a Complete Player



At Hoops World Elite, we believe greatness isn't given, it's earned. And the way you earn it? Through sacrifice.

If you want to become a fundamentally sound, team-first basketball player, you have to be willing to give up the easy path. That means choosing practice over video games. Running sprints when you'd rather relax. Taking a hard look at your weaknesses and working on them, even when it's not fun.

The journey to excellence is long. It takes years of hard work. You may not see significant results right away, and that can be discouraging. But that's exactly where sacrifice comes in. It's about showing up, every day, and doing the work anyway.

Let's be real: there will be games where you don't start. Tournaments where you don't score much. Moments when someone else gets the spotlight. But basketball isn't just about who gets the most points. It's about who helps the team win. That means setting good screens. Hustling back on defense. Diving for loose balls. Encouraging teammates from the bench.

Those things might not make a highlight reel, but they *win* games. They *build* teams. And they *create* players that coaches trust.

NBA legend Tim Duncan is the perfect example. Duncan was known for his quiet leadership, humble approach, and willingness to do whatever it took to help the San Antonio Spurs win. As his career advanced, he accepted a smaller role so younger players could shine. He could have demanded more minutes or attention, but he didn't. He sacrificed for the good of the team, and as a result, his team thrived. He ended his career as a five-time NBA champion and one of the most respected players in the history of the NBA.

Another example is Andre Iguodala. When he joined the Golden State Warriors, he was a former All-Star used to being a starter and leading scorer. But when asked to come off the bench for the good of the team, he agreed. That decision changed the Warriors' culture. Iguodala went on to win Finals MVP in 2015, not because he scored the most points, but because he did the dirty work: defending, passing, and playing smart team basketball.

So, what does this mean for you?

It means that your real power as a player comes when you embrace the grind. When you understand that being great takes time. When you know that working on your left-hand layup for 20 minutes without anyone cheering is just as important as hitting the game-winner.

The best version of yourself is waiting. However, it will only show up if you're willing to make sacrifices now for what you want later.

At Hoops World Elite, we don't promise shortcuts. We offer something better: the path to becoming a complete player and a trusted teammate. All it takes is commitment. All it takes is sacrifice.

It's just a great group of guys, and they were willing to take the vision that we gave them in the beginning of the season, and we started off really well, which I think helped. But as I mentioned, Andre's sacrifice, David Lee's sacrifice, their willingness to accept roles and keep pushing really was the key to the whole thing

- Steve Kerr

TRUST: Believe in the Process and Each Other



Basketball is a team game. And the best teams are built on trust.

At Hoops World Elite, we teach our players that trust is more than just a word. It's something you build—step by step, practice by practice, game by game.

First, you have to trust the process. That means understanding there's a reason behind every drill, every substitution, every tough practice. Coaches make decisions not just to win games, but to help you and your team grow. Even if you don't start right away or get

the most minutes, trust that your time will come if you put in the work to continue to improve.

Second, we teach our coaches to trust their players. That's why we don't micromanage every move. Instead, we focus on teaching fundamentals and game IQ. When players understand *why* they're doing something, they make better decisions. And we trust them to make the right play in the moment.

Third, trusting yourself isn't about being perfect, it's about knowing you've put in the work. When the game speeds up, there's no time to second-guess. That's where your practice pays off. Every rep in the gym, every drill, every moment you listened to coaching and tried again: those moments built your basketball brain. You know when to pass. You know when to shoot. You've trained your body and your instincts. So now, when the pressure hits, you don't panic, you perform. You don't freeze; you flow. Confidence doesn't come from luck. It comes from preparation. Trust yourself to make the right play because you've earned it through effort, repetition, and discipline. That's what true self-belief looks like.

Fourth, you have to trust your teammates. When you pass the ball, you trust they'll catch it. When you help on defense, you trust they'll rotate to cover your man. When someone messes

up, you trust they'll bounce back. That kind of trust doesn't just happen. It's built through communication, effort, and shared goals.

A team that trusts each other passes more. Helps more. Celebrates more. And wins more.

But trust doesn't mean always agreeing. It means knowing that everyone's doing their best for the good of the team. Even during mistakes, even during losses, even during tough practices.

One of the best examples of trust in basketball is the relationship between Steph Curry, Klay Thompson, and Draymond Green. These three stars have led the Golden State Warriors to multiple NBA championships, not just because of their talent, but also because they trust each other deeply. They understand their roles. They share the ball. They sacrifice stats for wins. And when things go wrong, they hold each other accountable—without breaking that bond of trust.

Another great example? Giannis Antetokounmpo. The Bucks' coaching staff trusted him to develop at his own pace. And Giannis trusted the team enough to stay, improve, and grow into a two-time MVP and NBA champion. That kind of mutual trust built a winning culture.

So, if you ever feel unsure, remember this: trust is the glue that holds great teams together. And once you build it, you'll never want to play without it.

At Hoops World Elite, we trust our players to work hard, play smart, and support one another. That's what makes us different. That's what makes us great.

Good teams become great ones when the members trust each other enough to surrender the Me for the We.

- Phil Jackson

RELENTLESS: Hustle is a Skill of Every Great Teammate



At Hoops World Elite, we teach our players a powerful truth: being relentless is a skill, just like shooting or dribbling. And it's a skill every player can develop.

Relentlessness is the never-give-up attitude that powers every great team and player. It shows up in every sprint you run, every loose ball you chase, and every second you spend improving your game. It doesn't come from talent—it comes from effort, drive, and pride in doing the little things right.

Some players are taller. Some are faster. Some have a smoother jump shot. But hustle? That's up to you. And the best teams are full of players who give their all every time they step on the court.

Let's take a look at Jimmy Butler. He wasn't a top-ranked high school player. In fact, he was barely recruited. But Butler had one thing going for him that no one could ignore: relentless effort. He worked harder than everyone else, dove for every loose ball, and defended like every possession was the last. That drive carried him from junior college to Marquette to becoming an NBA All-Star and leading the Miami Heat to the NBA Finals.

Butler's story proves that being relentless pays off. He may not always be the most athletic or flashy, but his toughness, defense, and intensity make him a leader. He refuses to quit, and teammates follow him because of it.

That's the kind of mindset we build at Hoops World Elite.

Being relentless means going 100% in every drill. It means doing your part even when you're tired. It means showing up ready to compete every practice—not just every game.

But relentlessness isn't just physical. It's mental too. It's fighting through mistakes and frustration. It's bouncing back from a turnover or missed shot and locking in on the next play. It's understanding that every possession counts—and giving your best no matter the situation.

Watch Marcus Smart of the Los Angeles Lakers. He's not the leading scorer, but he's the first to dive for a loose ball, the first to rotate on defense, and the last to give up on a play. That kind of effort earns respect, earns minutes, and earns wins. Smart's intensity and effort turned him from a role player into a Defensive Player of the Year.

Relentless players become the heart and soul of their teams. Coaches trust them. Teammates lean on them. They're the ones who lead by example without needing to say a word.

So, how do you become relentless?

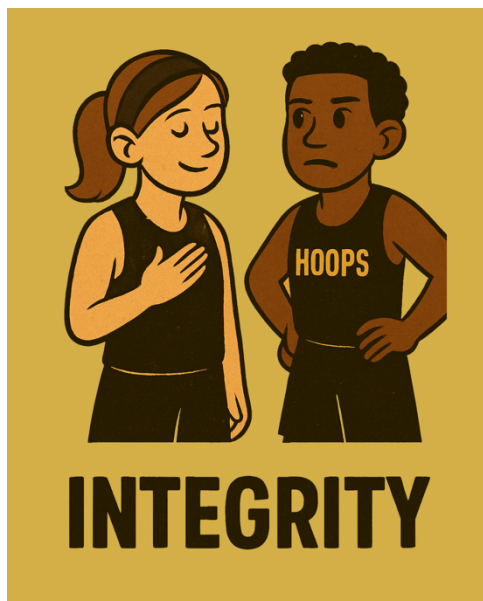
1. Hustle in practice like it's the championship.
2. Focus on every rep—even the boring ones.
3. Don't stop until the whistle blows.
4. Stay positive, even when things go wrong.
5. Lift your teammates with your energy.

At Hoops World Elite, we remind our players that hustle is contagious. When one player goes all out, others follow. That's how you build a winning culture—one relentless possession at a time.

You don't need to be perfect. You just need to be present, committed, and willing to work. If you do that consistently, you'll become the kind of player that every coach loves and every teammate respects.

Because hustle isn't just effort. It's excellence in action. And it's one of the most important habits you'll ever build.

INTEGRITY: Who You Are When No One's Watching



At Hoops World Elite, we believe that integrity is one of the most important qualities a basketball player can have. It's not about how you act when the crowd is cheering, or the cameras are rolling. It's about what you do when no one is watching.

Integrity means doing the right thing, every time—even when it's hard. It means following the rules, listening to your coaches, and giving your best effort in every drill. It means being honest with yourself about your strengths and your weaknesses, and it means treating teammates, referees, and opponents with respect.

NBA legend Kawhi Leonard is a great example of integrity. He doesn't say much, he doesn't show off, and he doesn't seek attention. But he shows up. He works hard. He defends the best players, takes smart shots, and puts the team first. Coaches trust him. Teammates rely on him. Why? Because he always does the right thing. He lets his game—and his character—do the talking.

Another example is Jrue Holiday. Known around the league as one of the most respected players, Jrue plays tough defense, makes unselfish plays, and leads by example. Off the court, he's active in his community, supports social causes, and gives back. He's a reminder that great basketball players are great people, too.

At Hoops World Elite, we teach that basketball is more than a game—it's a way to build habits that shape your future. Integrity off the court leads to trust on the court. If your coach sees you showing up early, helping teammates, and hustling in every drill, you'll earn playing time. And more importantly, you'll earn respect.

Integrity also means admitting when you're wrong. If you miss a defensive assignment or turn the ball over, own it. Then fix it. That shows maturity. That shows leadership.

When you cheat drills, don't give full effort, or blame others, you might think no one notices. However, the truth is that those habits eventually catch up to you. Unfortunately, they show up when it matters most—at the end of a close game, in a big tournament, or a key moment in life.

So, how do you build integrity?

1. Show up on time and ready to go.
2. Follow through on what you say.
3. Be honest about mistakes - and learn from them.
4. Treat others with respect, even when you're frustrated.
5. Do your best every day, not just when it's easy.

When you build integrity, you become someone coaches can count on, teammates can trust, and opponents respect.

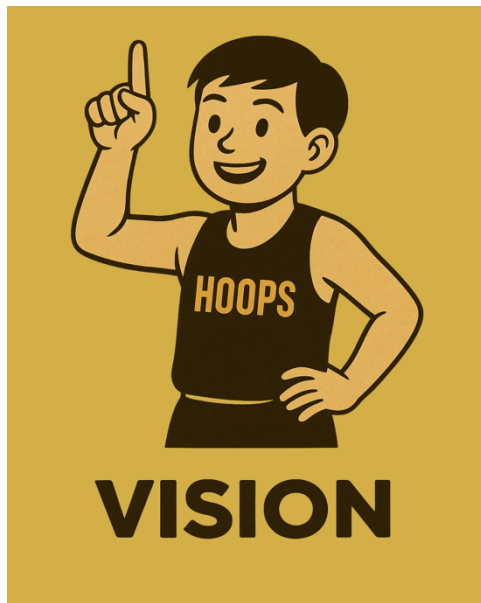
And long after your last game, those same habits will help you succeed in school, work, relationships, and life.

Because when it comes to basketball and life, how you do anything is how you do everything. Let integrity be your foundation.

Be more concerned with your character than your reputation, because your character is what you really are, while your reputation is merely what others think you are.

- John Wooden

VISION: See the Game, the Goal, and the Future



At Hoops World Elite, we teach our players to play with purpose. Vision is about more than just seeing the floor - it's about seeing your future and creating it, step by step. Every great player started with a dream. But it's not enough to dream big: you have to see the path and follow it.

Vision starts with setting goals. Do you want to make the team this year? Become a starter? Lead your team in assists? Play in college? Great! Write it down. Make it real. When you set a clear goal, every workout, every drill, and every possession starts to mean more. You're

not just playing—you're building toward something.

Take Chris Paul, for example. From a young age, Chris saw himself as a leader on the court. He wasn't the tallest or the most athletic, but he became one of the best point guards in NBA history due to his exceptional basketball IQ, leadership, and vision. He sees the play before it happens. He sees where teammates need to be. He makes everyone better because he's always thinking one step ahead.

Or look at Sabrina Ionescu in the WNBA. She didn't just want to be a great scorer—she wanted to be an all-around player who could pass, rebound, and lead. She envisioned herself doing it all, and then put in the work to make it happen. Her vision made her one of the most complete players in the game today.

Vision also matters during the game. Can you read the defense? Anticipate a trap? Find the open teammate before the defender rotates? These things don't come by luck. They come from training your brain to understand the game, not just react to it.

That's why at Hoops World Elite; we teach basketball IQ alongside skills. It's not just about making shots—it's about making the right decisions. That's what coaches at every level are looking for. Players who don't just play the game, but who understand it. Players who see the open lane before it's there or know when to pass versus shoot. Vision builds leaders on the court.

But vision isn't only about yourself. It's about seeing the bigger picture. It's knowing your role and how it fits into the team's success. Some players are scorers. Some rebound. Some defend. Some lead vocally. Some lead quietly by example. Vision means understanding what your team needs from you and doing it with pride.

So, how do you build vision?

1. Set short- and long-term goals and revisit them regularly.
2. Watch game film not just highlights, but full games.
3. Ask questions. Learn the “why” behind each drill or play.
4. Pay attention during practices, not just when you're on the floor.
5. Visualize success before each game. See yourself making the right play.

The best players don't just play hard. They play smart. They lead. They plan. They see the game differently - and that gives them the edge.

At Hoops World Elite, we challenge our players to be more than athletes. We help them become thinkers, leaders, and creators of their own future.

With vision, you'll know where you're going. With work, you'll get there.

When you're playing '2K' and you're on that camera angle where you can see everything ahead of you, that's how I think sometimes.

- Tyrese Haliburton

EXCELLENCE: How You Do Anything Is How You Do Everything



At Hoops World Elite, we define excellence not by perfection, but by consistent effort, attention to detail, and a mindset that says, "I do things the right way—every time." Excellence is about holding yourself to a higher standard in everything you do, from the first drill of practice to the final play of a championship game.

You don't become a fundamentally sound, team-first basketball player by accident. You become one by making excellence your default. Whether it's the way you warm up, the way you box out, or the way you support your teammates from the bench, how you do

anything reflects how you do everything.

Let's look at someone who lives this out: LeBron James. Love him or not, you can't argue with his work ethic and dedication to mastering every part of his game. He trains year-round, studies film, eats right, and holds himself accountable. He doesn't just rely on talent—he sharpens his fundamentals and pushes his limits so that he can lead his team at the highest level. That commitment to excellence has enabled him to remain competitive at the top of the NBA for over 20 years.

Another great example is Diana Taurasi, the WNBA's all-time leading scorer. Taurasi isn't just a natural-born talent—she's a relentless student of the game. Her teammates and coaches praise her for her meticulous preparation, precision, and fierce desire to win. She's known for doing the little things right: making the extra pass, getting back on defense, being vocal in timeouts. Her excellence shows in the details.

At Hoops World Elite, we teach our players that excellence isn't just for the games. It shows up in how you approach schoolwork, how you treat your teammates, how you respond to

challenges, and how you take care of your body. We believe that habits build character, and character builds champions.

Excellence also means you never settle. If you make 7 out of 10 free throws, aim for 8. If you already know the plays, learn *why* they work. If you had a good game, figure out how to have a great one next time. It's not about being hard on yourself; it's about being honest with yourself.

So, how do you build excellence?

1. Master the basics. Greatness is built on strong fundamentals.
2. Be consistent. Show up and give your best effort every day.
3. Listen and learn. Feedback is a tool—not an insult.
4. Push yourself and your teammates. Great teams demand more from each other.
5. Pay attention to the small things. They make the biggest difference.

Excellence is contagious. When one player sets the tone, others rise to meet it. That's how great teams are built—from the inside out.

At Hoops World Elite, we don't just chase wins. We chase growth, we chase development, and we chase the kind of excellence that lasts long after the final buzzer. Because when you build a habit of excellence in basketball, you carry that into everything else you do.

Strive for excellence, not just on the court, but in life. And remember how you do anything is how you do everything.

I get a group of people who are talented to commit to excellence and to work together as one. That's where it starts. Different talents, same commitment.

- *Mike Krzyzewski*

STRIVE to Excel: A Final Word

At Hoops World Elite, we don't just build basketball players - we build people. The STRIVE values — **Sacrifice, Trust, Relentless, Integrity, Vision, and Excellence** — aren't just words on a page. They're the heart of our program.

We teach young athletes to **Sacrifice** personal glory for team success, to **Trust** in coaches and teammates, to be **Relentless** in effort, to show **Integrity** on and off the court, to lead with **Vision**, and to treat every drill, pass, and game with **Excellence**.

The players you admire, like Jalen Brunson, Devin Booker, Tim Duncan, or Kawhi Leonard, didn't rise by talent alone. They worked, trusted, hustled, and stayed true to their craft.

When our players STRIVE, they grow in more than skills. They grow in character, discipline, and leadership.

Now it's your turn.

Whether you're a player, parent, or coach, commit to a culture of development. Be the teammate that lifts others. Practice with purpose. Compete with class. And above all, STRIVE every day to be the best version of yourself.

As part of Hoops World Elite, together WE will build something bigger than basketball.

May you always remember to enjoy the road, especially when it's a hard one.

- Kobe Bryant

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