

SR ELITE BASKETBALL

Understanding The Process

A Guide for Parents, Coaches & Female Athletes

#EliteOn3 — Success comes in threes.

**Parent • Coach • Athlete ♦ Work Hard • Get Better • Have Fun ♦ God • Family
• Community**

At SR Elite, success is never solo. Everything we do is built on the power of three.

“For the Spirit God gave us does not make us timid, but gives us power, love and self-discipline.” — **2 Timothy 1:7**

At Santa Rosa Elite Basketball, we believe development — not the scoreboard — is the truest measure of success. Over more than 12 years, we have helped more than 250 female athletes grow not just as basketball players, but as confident, resilient young women. This document explains the journey every member of our community goes through: parents, coaches, and athletes.

Fellowship of Christian Athletes (FCA) “To lead every coach and athlete into a growing relationship with Jesus Christ and His church. Our relationships will demonstrate steadfast commitment through Integrity, Serving, Teamwork and Excellence.” FCA Vision & Mission — fca.org | SR Elite is proud to align with this mission.

PART 1: THE PARENT PROCESS

Travel basketball, AAU basketball, and competitive sports in general are a roller coaster for parents. You’re excited, you believe in your daughter, and you want to see her succeed. That enthusiasm is what makes you a great sports parent. But the process asks something more of you over time.

The Early Stage: The Scoreboard Trap

In the beginning, most parents naturally focus on outcomes rather than growth:

- The final score — a win feels like success; a loss feels like failure
- Playing time — how many minutes she was on the floor, not the quality of those minutes
- Comparisons — to her teammates, to athletes on other teams
- Coaching decisions — second-guessing rotations, play calls, or strategy

Key Insight: A large number of minutes or a high point total can create a false sense of security. The inverse is equally true — a quiet game doesn’t mean a lack of

development. Watch how your daughter moves, communicates, and responds. That is where her growth lives.

#EliteOn3 ♦ Parent • Coach • Athlete: three voices, one direction. When they align, she thrives.

Sideline Behavior: One Voice at a Time

One of the most common — and most damaging — things a parent can do is coach from the stands. When an athlete is receiving instructions from the bench and the sideline at the same time, it creates confusion, not confidence.

“Sports provide opportunities for children and adolescents to connect with others, build meaningful relationships, and take on challenges and leadership roles that promote overall personal development and well-being.” — **NBA & USA Basketball Youth Guidelines** | youthguidelines.nba.com | The guideline is clear: the sideline belongs to development, not outcome.

At SR Elite, game days belong to your athlete and her coach. Cheer her effort. Trust her preparation. Save the coaching conversation for later — and even then, let her bring it up first.

When and How to Talk to Coaches

Open communication between parents and coaches is healthy and encouraged at SR Elite. A few guidelines that keep those conversations productive:

- Before the season: discuss expectations, philosophy, and how playing time decisions are made
- During the season: choose calm, scheduled moments — not before a game, during practice, or immediately after a loss
- Always: come with questions, not conclusions — and give the coach the space to explain her perspective

The “Mom & Dad Goggles” Effect

Every parent sees her daughter through a unique lens. Whether this is your first female athlete or your fourth, it’s natural to see her strengths clearly and sometimes miss the areas where she most needs to grow. This isn’t a flaw — it’s love. But it can make it harder to see the coaching and correction that will help her advance.

The Fork in the Road

At some point, most parents reach a crossroads. They either:


- Trust the process — accepting that hard practices, correction, and disappointing tournaments are building something lasting in their daughter, OR
- Look elsewhere — wondering if another program, another coach, or another team might be a better fit

Both paths are understandable. SR Elite respects every family’s decision. But the families who stay — and especially those who leave and return — often become the most powerful witnesses to how much their daughter has grown.

What Mature Sports Parents See

As you advance through game after game, tournament after tournament, you begin to see something beyond the scoreboard:

- Your daughter responding to coaching differently than she did a year ago
- Her communicating better with teammates and handling pressure with greater calm
- A confidence that shows up at school, at home, and in everyday life
- Self-reliance — solving her own problems rather than waiting for someone else to solve them

 **SR Elite Promise:** If your athlete practices, puts in the work, and shows up — she will get better. Significantly better. That is our guarantee. Whether she goes on to play college basketball or not, something lasting happens here. She becomes a more confident female athlete and a more resilient young woman.

#EliteOn3 Parent Process: trust it, breathe through it, watch her become it. God ♦ Family ♦ Community — the three things that outlast every scoreboard.

PART 2: THE COACH PROCESS

Fellowship of Christian Athletes (FCA) “One coach will impact more young people in a single year than the average person does in a lifetime. FCA’s strategy is to and through the coach — building relationships with coaches so they might honor God and help others do the same.” Fellowship of Christian Athletes — fca.org | The weight and privilege of coaching is immense.

SR Elite coaches carry that responsibility seriously. Our coaches come from three distinct backgrounds, and each brings something irreplaceable to the athletes they serve.

The Three Types of SR Elite Coaches

1. Parent Coaches

These coaches began because they wanted to help their daughter advance and discovered they had a real gift for connecting with young athletes at every stage of development. They are the foundation on which SR Elite was built — community-minded, invested, and generous with their time.

2. Returning Player Coaches

These are former SR Elite athletes who loved the game so much they came back to give. They have lived the process from the inside. They know what development feels like as a young female athlete, and they bring that lived understanding into every practice and every game. They are mentors as much as coaches.

3. Professional Coaches

Coaches with experience at the AAU, high school, and college levels. They form the backbone of SR Elite Basketball. They bring structure, competitive knowledge, and a deep desire to develop not just individual athletes — but cohesive teams of young women who compete and grow together.

#EliteOn3 ♦ Three types of coaches. One shared mission: develop the whole athlete — on and off the floor.

Year One: The Opponent Trap

In their first season, most coaches instinctively focus outward — on opponents, on scouting, on preparing against specific teams. In travel basketball, this is nearly impossible to do well. A coaching staff may face two to four different teams in a single tournament, with limited time and no film. Trying to scout all of them while running weekly practices is not sustainable.

The best coaches quickly learn: you cannot out-scout the game. You have to out-prepare your own team.

The Shift: Coaching Inward

💡 The Turning Point: When a team gets beaten by a press, the question is not ‘how do we scout their press next time?’ The real question is: ‘why wasn’t our team ready for any press?’ The answer lives in your own practice gym.

This inward shift is where SR Elite coaches find their footing. The real questions become:

- Are our ball handlers ready for pressure situations?
- Do our post players understand how to establish position?
- Are our guards using our post players effectively?
- Was the preparation during the practice week sufficient for what we faced in the tournament?

If athletes are unprepared, that is a coaching challenge — not an athlete problem. The coach decides who is on the floor and what they have been prepared for. That accountability is what separates good coaches from great ones.

“Variations among youth in cognitive and social development, as well as motor skills, should be considered when setting goals and expectations. Basketball organizations should encourage informal, peer-led opportunities for individual growth in addition to structured practices and competitions.” — **NBA & USA Basketball Youth Guidelines** | youthguidelines.nba.com | Meeting each athlete where she is — that is the SR Elite standard.

The SR Elite Coaching Philosophy

We coach the athletes we have. The young women on our roster were selected because they belong here. SR Elite will not displace a committed, hardworking athlete simply to chase a win. That is not who we are.

Coaches who don’t align with this philosophy move on — and that is okay. Different programs have different values. Ours are clear.

The coaches who thrive at SR Elite are the ones who understand: the real measure of a season is a team that is demonstrably better at the end than they were at the beginning.

#EliteOn3 ♦ Work Hard • Get Better • Have Fun — a coach who delivers all three is the standard at SR Elite.

SR Elite by the Numbers

- 12+ years as an organization
- Greater than 50% win rate across program history
- 250+ female athletes developed and graduated from the program
- 5 athletes currently playing college basketball
- Multiple athletes competing in college flag football
- 4–5 athletes who have already graduated college

#EliteOn3 Coach Process: look inward, develop what you have, trust the team. Integrity ♦ Serving ♦ Excellence — the FCA values every SR Elite coach lives by.

PART 3: THE ATHLETE PROCESS

Athletes arrive at SR Elite at every stage of their basketball journey — some as early as 2nd or 3rd grade, building fundamentals from a blank slate. Others come from recreational leagues wanting more. Some come from other programs carrying habits — good and bad — that need to be reshaped. Wherever she starts, the process is the same.

A Note on Multi-Sport Female Athletes

“Sport sampling during childhood provides a foundation for long-term success. Multi-sport participation in youth can help an athlete be a better basketball player.” — **NBA & USA Basketball Youth Guidelines** | youthguidelines.nba.com | SR Elite celebrates the multi-sport athlete. Volleyball, soccer, track — it all transfers.

If your daughter plays multiple sports, that is not a conflict with her basketball development — it is part of it. Cross-training builds athleticism, coordination, and competitive mindset that show up directly on the court.

Early Stage: The Stats Trap

Young athletes often begin their journey focused on personal metrics:

- How many points did I score?
- How many minutes did I play?
- Why didn't the coach put me in at that moment?
- Why didn't my teammate pass me the ball?

When an athlete starts directing frustration outward — at coaches, teammates, or the game plan — she has crossed from being a player into trying to be a coach. That is a pitfall, and it stalls development.

#EliteOn3 ♦ Athlete: focus on what you control. Work Hard • Get Better • Have Fun. That is your three.

Practice Is the Foundation — Not the Ceiling

Basketball is a daily skill sport. What a coach provides at practice is a foundation — the athlete is responsible for building on top of it every day in between. Professional athletes still train individually every single day outside of team sessions.

Fellowship of Christian Athletes (FCA) “We need to pursue character development at the same level, if not more, than we pursue our earthly athletic goals. When we grow in patience, love, and kindness, God is glorified.” *The Christian Athlete* — thechristianathlete.com
| Excellence in practice is an act of discipline and character, not just competition.

The athletes who grow fastest at SR Elite are the ones who do the work in between practices. If team practice is the only time your daughter touches a basketball, her development will reflect that.

One of the Most Important Lessons in Basketball

SR Elite Truth: You do not lose a game because of one missed free throw. You lose because of a series of events — missed passes, poor spacing, defensive breakdowns — that built up long before that final shot. Teaching athletes to see the full picture is one of the most powerful things we do.

That means:

- Not fixating on one turnover or missed shot as ‘the reason’ the team lost
- Recognizing what went well in a loss and building on those moments
- Understanding that preparation — or lack of it — during the practice week shapes game outcomes
- Being just as analytical after a win as after a loss

Converting Results Into Action

As an athlete matures within our program, something changes. After a loss, instead of spiraling, she asks:

- What did I do well?
- What do I need to work on?
- What can I do — specifically — to help my team win next time?


This is following the process. And it applies just as much to wins. A better winner does the same thing — she walks off the court knowing there is still more to give, more to learn, more to become.

#EliteOn3 ♦ Work Hard • Get Better • Have Fun — in that order, every single game and every single practice.

Becoming a Better Loser and a Better Winner

An SR Elite athlete never gets comfortable with losing. She should always compete to win. But learning how to respond to a loss — without quitting, blaming, or transferring — is one of the most transferable life skills a young female athlete can develop.

“Sports provide opportunities for children and adolescents to connect with others, build meaningful relationships, and take on challenges and leadership roles that promote overall personal development and well-being.” — **NBA & USA Basketball Youth Guidelines** | youthguidelines.nba.com | The skill being built here is not just basketball. It is character.

 **Bigger Than Basketball:** You will not win everything in life. You will not always win in your career, your relationships, or the challenges you face as an adult. How you respond when things do not go your way — that is the skill we are building here. It is bigger than basketball.

The Reality of the Bigger Picture

Fewer than 5% of high school athletes will go on to play college basketball. That number matters — not to discourage dreams, but to clarify what this journey is truly about.

The real prize is the confident, self-reliant, resilient young woman who walks out of this program. She is more prepared for college, for a career, for relationships, and for life than when she arrived. That is what SR Elite produces. That is what we are proud of.

Fellowship of Christian Athletes (FCA) “To see the world transformed by Jesus Christ through the influence of coaches and athletes.” FCA Vision — fca.org | Every athlete who passes through SR Elite is part of something larger than herself.

#EliteOn3 Athlete Process: compete, reflect, grow. Repeat. God ♦ Family ♦ Community — three things she is building alongside the game.

#EliteOn3 — Success comes in threes.

Parent • Coach • Athlete ♦ Work Hard • Get Better • Have Fun ♦ God • Family
• Community

This is the SR Elite promise. This is The Process.

“I can do all things through Christ who strengthens me.” — **Philippians 4:13**

To every parent, coach, and athlete in our program: the process is not always comfortable. There will be hard games, hard conversations, and hard seasons. But Santa Rosa Elite Basketball guarantees one thing — if she shows up, puts in the work, and trusts the process, your athlete will be better. Much better. And she will be ready for whatever comes next.

#EliteOn3 ♦ God ♦ Family ♦ Community ♦ SR Elite Basketball

EXTERNAL REFERENCES

- **Fellowship of Christian Athletes (FCA)** — fca.org
Vision, Mission & Core Values: Integrity, Serving, Teamwork, Excellence
- **NBA & USA Basketball Youth Guidelines** — youthguidelines.nba.com
Youth athlete development, multi-sport participation, parent & coach best practices, player well-being