Gordon Herbert, a Canadian basketball coach, has had a distinguished career across multiple countries. He began coaching in Finland (1994–1999) before leading Skyliners Frankfurt to a German Bundesliga title (2003–04) and a FIBA Europe Cup win (2015–16). His accolades include both Finnish and German Coach of the Year honors. He also won the French Cup with Pau-Orthez (2007) and coached the Georgian national team (2005–2007). As Germany's head coach (2021–2024), he secured EuroBasket bronze (2022) and a historic FIBA World Cup gold (2023). In 2024, he became FC Bayern Munich’s head coach and is having a very noticeable year in the Euroleague, acknowledged by fans and piers alike for producing a refreshing brand of basketball.

In his presentation coach shared valuable insights into offensive concepts:

### **General Philosophy**

* **Continuous Learning**: Basketball evolves, and coaches must adapt to new strategies.
* **Three Core Areas to Start Camp**:
  + **Player Development**
  + **One-on-One Defense** (to limit rotations)
  + **Offensive Concepts** (taught before plays)

### **Offensive Concepts**

* **Taught before plays** to establish principles applicable in half-court, attack break, and secondary break.
* **Key Focus Areas**:
  + **Spacing**: Avoid allowing one defender to guard two.
  + **Angles**: Positioning to optimize passing and penetration.
  + **Timing**: Movement coordination for fluid offense.
* **Two Speeds**:
  + **Control**: Maintain structure.
  + **Attack**: Recognize and exploit advantages.
* **Ball Movement & Player Movement**:
  + Passing is a **lost art** but essential for a strong offense.
  + Players must talk to enhance team communication.

### **Execution Details**

* **Penetration**:
  + Aim for a **paint touch** before shooting.
  + **No two consecutive penetrations**—move the ball first.
* **Rebounding**:
  + All players are involved in rebounding.
  + Second-chance three-pointers are **high-percentage shots**.
* **Fast Break & Transition**:
  + The **first shot isn’t always the best shot**—set up plays properly.
  + Offensive rebounding leads to a **quick second shot or reset**.

### **Set Plays & Actions**

* **Basic Offensive Drills**:
  + **Four-on-zero & Five-on-zero** to develop fundamental concepts.
* **Pick and Roll**:
  + First option: **Reject the screen**.
  + If using the screen, **change speeds & angles** for effectiveness.
  + Avoid **early movement** to prevent moving screens.
* **Skip Pass**:
  + Forces a **long closeout**—offense transitions into free play.
* **Spacing on Pick-and-Roll**:
  + **Reject option** must be considered before using the screen.
  + Create **separation** after setting the screen.

### **Defensive Reactions & Adjustments**

* **Against Switching Defenses**:
  + Over **10 seconds on shot clock**: Attack inside.
  + Under **10 seconds**: Use **ghost screens** to cause confusion.
* **Against Hard Show Defenses**:
  + Three **immediate passing options** to counter aggressive hedge defense.
  + Cut along the **split line** to force difficult defensive rotations.

### **Two-on-One Principles**

* **Spacing is key**—players should not make it easy for one defender to guard two.
* **Angles matter**—better positioning increases finishing efficiency.

### **Closing Notes**

* **Organized Offense**: After an offensive rebound, quickly decide between **Horn Set** or **High Fist** to maintain structure.
* **Drills Progression**: Start small (2-on-1) before expanding to 5-on-5.
* **Game-Like Reps**: Offensive principles should be practiced under **realistic conditions**.