

THE BAB

BASKETBALL AND BEYOND ACADEMY

A GUIDE FOR PARENTS

How We Develop the Complete Player

Every player who walks through our doors gets more than a jump shot workshop. They get a program built on real sport science — designed to develop the way they think, compete, and grow, not just the way they play.

— THE BAB COACHING STAFF

BASKETBALL AND BEYOND ACADEMY

WELCOME TO THE BAB APPROACH

Most youth basketball programs measure a player one way: what they can do with a ball in their hands. Shooting. Dribbling. Athleticism. It is the easiest thing to see, so it is the thing most programs coach.

We believe that is only half the picture — and it is not the half that predicts who a young athlete becomes.

The players who go furthest in this game are not always the most physically gifted players on the floor. They are the players who understand the game, who compete with discipline under pressure, who take ownership of their mistakes, and who know themselves well enough to keep growing long after the physical talent stops being the deciding factor.

That is why Basketball and Beyond Academy was built differently. We do not just coach basketball. We assess, track, and develop the complete athlete — body and mind — using tools drawn directly from modern sport science and performance psychology, the same fields that inform how professional and Olympic-level athletes are developed today.

What Makes BAB Different

- We evaluate every player across both physical skill and basketball intelligence — not just one or the other.
- We use assessment methods grounded in validated sport psychology research, not guesswork or gut feeling.
- We track real, measurable growth over time and can show you exactly how your child is developing — in numbers, not just impressions.
- We build an individualized development plan for every player based on their specific profile, not a one-size-fits-all curriculum.

THE SCIENCE BEHIND THE PROGRAM

Over the past decade, professional sports organizations have fundamentally changed how they evaluate talent. The NFL, NBA, and MLB no longer rely only on the stopwatch and the tape measure. They now use validated cognitive and psychological assessments to understand how an athlete thinks, decides, and performs under pressure — because the data consistently shows that this is what separates good players from great ones once physical talent is roughly equal.

Just as a stopwatch measures speed, cognitive assessment provides valuable information about an athlete's performance-specific mental abilities.

— PRINCIPLE BEHIND MODERN ATHLETIC INTELLIGENCE TESTING

BAB was built by studying this same body of research and adapting it specifically for youth basketball development. Our assessment approach draws on:

Cognitive Performance Science

The same category of cognitive testing used at the professional level to evaluate how athletes process the game — how quickly they read a situation, how they make decisions under time pressure, and how well they retain and apply new information.

Sport Psychology Research

Decades of peer-reviewed research on athletic coping skills, mental toughness, and performance under pressure — the same foundational research used by university athletic departments and professional sport psychologists.

Behavioral and Developmental Science

Research on how young athletes build self-awareness, accountability, and decision-making skill over time — and what specific coaching approaches accelerate that growth at different ages and stages of development.

On-Court Performance Evaluation

A structured, standardized evaluation of technical skill, athleticism, and basketball instincts — built on the same categories used in high-level player evaluation, adapted for youth development rather than draft scouting.

We do not believe in guessing what a player needs. We believe in finding out, with real information, and building the program around what we find.

THE THREE SCORES WE TRACK

Every player in the BAB program is evaluated across three dimensions. Together, these three scores give us — and you — the most complete picture available of where your child is right now, and a way to track their growth over time that goes far beyond box scores and highlight clips.

1 PHYSICAL SKILLS SCORE	2 DECISION-MAKING IQ SCORE	3 TOTAL BAB PLAYER SCORE
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1. Physical Skills Score

This score reflects your child's technical basketball ability as evaluated directly by our coaching staff — shooting, ball handling, defense, athleticism, and the physical instincts that show up on the floor. It is built on the same categories used in structured player evaluation at every competitive level of the sport, adapted to be age-appropriate and developmentally focused rather than a pass/fail judgment.

2. Decision-Making IQ Score

This is what sets BAB apart from almost every other youth program. Using a structured basketball-specific assessment, we evaluate how your child thinks the game — their ability to read situations and make sound decisions, how they respond to pressure and adversity, how accountable they are for their own performance, whether their risk-taking is calculated or impulsive, and how accurately they understand their own strengths and areas for growth. This score captures the mental game that ultimately determines how far a talented player goes.

3. Total BAB Player Score

The combination of both scores — the complete picture of your child as an athlete. We use this total, along with the two individual scores, to identify exactly where a player's greatest opportunities for growth are, and to build a development plan around real data rather than assumptions.

WHAT WE ACTUALLY LOOK AT

Within the Decision-Making IQ Score, we assess five specific dimensions of a young athlete's mental game. Each one is grounded in established sport psychology research and each one plays a real, documented role in athletic development and long-term success.

Mental Preparation & Composure

How a player gets themselves ready to compete — before the game and in the middle of it — and whether their focus holds up when the pressure is highest.

Resilience Under Pressure

How a player responds to adversity — a missed shot, a bad call, a tough stretch of the game — and whether their effort and execution stay consistent regardless of what just happened.

Accountability & Coachability

Whether a player takes ownership of their own performance and genuinely believes that their effort and preparation are within their control — one of the single strongest predictors of long-term coachability and growth.

Basketball Decision-Making

How a player reads real game situations and chooses their response — measured through basketball-specific scenarios designed to reveal genuine decision-making patterns rather than what a player thinks the 'right' answer should be.

Self-Awareness & Growth Mindset

How accurately a player understands their own game — their strengths, their specific areas for growth, and their role on the team. Players with strong self-awareness develop faster because they know exactly what to work on.

Every one of these dimensions has been studied extensively in sport psychology research and shown to meaningfully relate to athletic performance and development. We did not invent these categories — we built a system that measures them accurately, specifically for basketball, and specifically for the age group we coach.

HOW THE ASSESSMENT WORKS

Our assessment process is intentionally designed using established sport psychology methodology to produce results that are as accurate and honest as possible — not simply what a young athlete thinks a coach wants to hear.

What to Expect

- Every player completes a structured basketball-specific assessment in a quiet, individual setting — never in a group, and never in a way that allows comparison or pressure between teammates.
- Our coaching staff separately evaluates each player's physical and technical skills using the same standardized categories for every athlete.
- We compare results across both processes to build the most accurate possible picture of where a player truly is — not just where they think they are, and not just what is visible on the surface.
- The full assessment takes about 30 minutes and is administered at the start of a program, partway through, and again at the end — so we can show real, measurable growth across every stage.

We tell players honestly that there are no right or wrong answers on most of the assessment, and we mean it. Our goal is not to test them the way a school does. Our goal is to understand them accurately enough to coach them well — and research consistently shows that young athletes develop faster when the adults around them have an accurate picture of where they actually are, not just where they appear to be.

HOW THIS BECOMES YOUR CHILD'S PROGRAM

An assessment on its own does not develop a player. What makes this valuable is what we do with it.

Step 1 — Baseline

Every player begins with a full baseline assessment, establishing exactly where they are across both physical skill and decision-making ability. This is the starting point we measure every future step of growth against.

Step 2 — Individualized Development Priorities

Using the baseline results, our coaching staff identifies the two or three areas that will have the greatest impact on that specific player's growth. No two players receive an identical plan, because no two players have an identical profile. A player who is physically gifted but still developing their decision-making gets a different kind of attention than a player who reads the game beautifully but is still building their physical tools.

Step 3 — Targeted Coaching

Development priorities directly shape practice design, individual coaching conversations, and the specific feedback your child receives. This is not generic basketball instruction — it is coaching aimed precisely at what will move the needle for your child specifically.

Step 4 — Re-Assessment and Tracking

We re-assess at the midpoint and end of every program cycle. This allows us to show you, in real measurable terms, how your child has grown — not just in how they look on the floor, but in how they think, compete, and understand themselves as an athlete.

WHAT GROWTH LOOKS LIKE

At the end of every program cycle, you will receive a clear picture of your child's development across all three scores. Here is an example of what that growth tracking looks like:

Assessment Point	Physical Skills Score	Decision-Making IQ Score	Total BAB Score
Baseline	112	128	240
Mid-Program	121	141	262
End of Program	134	159	293

This is real, trackable, documented growth — not a general impression that your child 'seems to be improving.' You will know specifically what improved, by how much, and what we are working on next.

Just as important: it is completely normal — and often a healthy sign — for a score to hold steady or even dip slightly at a midpoint check-in. Growing self-awareness sometimes means a player becomes more honest about their own game before they become more accurate about it. We will always explain what a score means in context, not just hand you a number.

OUR APPROACH TO PLAYER DEVELOPMENT

Basketball and Beyond Academy was built on a simple belief: the mental side of the game is not a soft add-on to basketball training. It is a core, trainable skill — as real and as coachable as a jump shot — and it deserves the same structured, evidence-based approach we already give to the physical side of the game.

Our coaching staff draws on modern sport psychology, cognitive performance research, and structured player evaluation methodology to build a program that treats every player as a complete athlete, not just a set of physical tools. We believe in data because data does not play favorites, does not get swayed by a single highlight play, and does not let a player's confidence outrun their actual readiness — or let a quietly talented player go unnoticed because they are not the loudest personality in the gym.

Most of all, we believe every young athlete deserves to be coached based on who they actually are, not who they appear to be in a single practice or tryout. That is the entire purpose behind everything we do.

We are not just building better basketball players. We are building young people who understand themselves, compete with discipline, and know how to keep growing long after they leave our gym.

— THE BAB COACHING STAFF

FREQUENTLY ASKED QUESTIONS

Is this assessment going to feel like a test to my child?

We intentionally frame it as a basketball thinking exercise, not a school-style test, and there is no way to 'fail' it. Most players find it interesting rather than stressful — it is the first time many of them have been asked to think seriously about how they compete, not just how they perform.

Will you tell us the exact questions or how it's scored?

The specific assessment materials are part of our internal coaching methodology, similar to how a school does not publish an answer key to a diagnostic exam. What we will always share fully and transparently is what your child's results mean, what we are working on because of them, and how their scores are changing over time.

What if my child scores lower than I expected in one area?

A lower score in one area is not a judgment — it is information, and it is exactly what allows us to help your child improve faster than a generic program could. Every score comes with context and a specific plan, and we will always talk you through what it means and what we are doing about it.

How often will we see results?

You will receive an update at the midpoint and end of every program cycle, showing all three scores and a summary of what we are focused on for your child going forward.

Is this appropriate for younger players, or just older/competitive ones?

We adapt the language, format, and expectations of the assessment for different age groups. The underlying goal — understanding each player accurately so we can coach them well — applies at every level we work with.

THE BAB APPROACH

Basketball and Beyond Academy

Complete players are built, not born.

We measure the whole athlete — body and mind — because that is who your child actually is,
and that is who we are committed to developing.

Questions about the program? We are always happy to talk through what we do and why.