



# BRANDON PAYNE

NBA Player Development Specialist

# BRANDON PAYNE

FOUNDED ACCELERATE IN 2009



LAUNCHED THE UNDERRATED TOUR  
IN 2019 WITH STEPHEN CURRY

**UNDERRATED**

Powered by **Rakuten**

"I firmly believed there was a more efficient way to enhance the fundamentals and physical strength of each player. I researched and explored and ultimately discovered that by combining what we knew about the body, the brain and basketball skill development, we could accelerate players growth. We could teach players how to communicate with their bodies in an efficient and correct manner."

-BRANDON PAYNE



OVER 100 NBA, WNBA & INTERNATIONAL ATHLETES INCLUDING:



"He sees stuff that maybe I don't see because he watches every game, that my coaches might not see just because we have our relationship," Curry said. "Every time I talk to him, he has a new idea. He has a new thought. He has a new plan of attack. He has something different that makes me think."

-STEPHEN CURRY



FEATURED IN:

WSJ

CBS SPORTS

COM  
PLEX

USA  
TODAY

B·R BLEACHER  
REPORT

ESPN

NBC  
Sports

The Washington Post

GQ

5  
TV

SLAM

CONTACT INFO:

[@coachbrandonpayne](https://twitter.com/coachbrandonpayne) [@accelerateball](https://twitter.com/accelerateball)  
[www.acceleratebasketball.com](http://www.acceleratebasketball.com)

704-499-9159  
Brandon@acceleratebasketball.com  
P.O. Box 49095  
Charlotte, NC 28277





## PLAYER DEVELOPMENT PHILOSOPHY & CURRICULUM

### SHOOTING

BRANDON PAYNE

1. Understanding Limitations
2. Corrective Actions & Road Map
3. Player Learning Behavior
4. Incremental Improvement Recognition
5. “Ground Up” Joint Responsibility
6. Blending Strength & Performance
7. Elements Of Effective Workouts
8. The Role Of Overload & Ball Handling
9. Proper Work Load For Improvement
10. Systematic, Organized, Progressive
11. Space Creation & Shooting
12. Tracking Data



## Understanding Limitations

### 3 Main Types Of Limitations:

1. **Physical Limitations:** Strength imbalance, tight hips, weak core, poor hip/ankle mobility, injury related weakness, shoulder mobility, wrist range of motion.
2. **Mental/Cognitive Limiting Factors:** Neuromuscular issues, paralysis by analysis, lack of focus, focusing on the symptom not the cause.
3. **Conditioning Limitations:** Strength, game speed reps with perfect mechanics, understanding “diminishing returns” due to poor load management, fatigue = mechanical failure.



## “Ground Up” Joint Responsibility

IG: @CoachBrandonPayne

Understanding the role each joint plays helps us recognize where issues are, and how improvements can be made.

Recognizing differences from leg to leg is important when working on dynamic shooting. Joint and strength issues are magnified when shooting on the move.

- **ANKLE**–*Mobility*
- **KNEE**–*Stability*
- **HIP**–*Mobility (multi-planar)*
- **LUMBAR SPINE**–*Stability*
- **THORACIC SPINE**–*Mobility*



## **Corrective Actions & Road Mapping**

1. A well thought out corrective action plan must be put in place for each player based off of their individual limitations.
2. The role of strength and conditioning.
3. Planning and execution.



## Player Learning Behavior

1. Understanding how each player learns is very important when it comes to improving as a shooter.
2. How much information is too much?
3. How do corrections carry over to games?



## Incremental Improvement Recognition

- **Simple Goal:** walk out better than you walked in.
- More than makes and misses. Big picture. Can't be end result oriented when base level improvements are needed.
- Video helps to reinforce improvements.





## **Blending Strength And Performance with Shooting**

- Strength improvement allows adjustments to be made faster.
- Mobility creates smooth, repeatable mechanics.
- Conditioning increases game speed reps.



## Elements of Effective Workouts

1. Physical Activation and Shooting Mobility.
2. Neuro/Cognitive Stimulation.
3. Overload and Contrast.
4. Ball Handling with a Purpose.
5. Shooting at all 3 levels.
6. Every Shot Matters
7. 1 Bad Shot Erases 10 Perfect Shots.
8. Shooting against time and score.
9. Dynamic movement and conditioning.
10. Knowing when it's too much.
11. Finishing with something positive.
12. Today's work leads us to tomorrow.



## The Role of Overload and Ball Handling In Shooting

- Improvements in ball handling lead to better ball transitions within the shot.
- Learning to move the ball around your body, and not your body around the ball.
- Overload provides the stimulus for learning.
- Small details make big changes.



## Proper Load For Improvement

- Define the work capacity of each player.
- Systematically improve the work capacity.
- You must use tracking to see when diminishing returns start to occur.
- Small details make big changes.



## **Systematic, Organized, & Progressive**

IG: @CoachBrandonPayne

- There must be a system of improvement put in place for each individual player.
- The planning and execution of the players development plan must be organized. This will help coaches and players recognize improvements.
- Work and drills must progress each week. Each drill has to have a purpose and a progression.
- Understanding “Regression-Base-Progression”



## Space Creation and Shooting

- Players must be comfortable and confident shooting off the move.
- Vertical core strength is a MUST.
- Joint and strength imbalance really shows when players become more dynamic as a shooter.
- Overload and contrast to learn space creation.



## Tracking

- **Pearson's Law:** When Performance Is Measured, Performance Improves. When Performance Is Measured And Reported Back, The Rate Of Improvement Accelerates.



## Questions & Feedback

Send questions and feedback to  
my Instagram Account:

**@CoachBrandonPayne**

Looking forward to creating more  
content that fits the needs of  
coaches and trainers.