

# WHAT DRIVES WINNING

A ONE ON ONE CONVERSATION WITH  
**BRAD STEVENS**  
BOSTON CELTICS



PART II

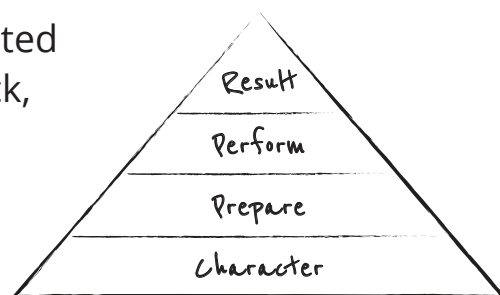


## PART II QUESTIONS FOR DISCUSSION:

1

Brad Stevens said the Butler Pyramid reflected their energy investment: the larger the block, the more energy invested. A lot of coaches focus from the top down.

Where do you allocate your energy?



2

If you were to take another coaching position, what characteristics would you look for in your Athletic Director?

3

When's it's hard for a coach to leave their current job for something bigger or better, what does that tell you?