

I LOVE OFFENSE. Love a shooter who can tickle the twine, get in the zone, strip the nets. Love a scorer who can read the two man game, finish a backdoor, shoot the transition 3. A player equipped with a complete skill set can score against ANY DEFENSE!

The offensive state of our game is good but could be better. Stick with me as I apply a basic economic theory to our game. This theory is called the 4 Ps; product, price, promotion and place. If your product isn't good, no one is going to buy it no matter the price, promotion or how it is positioned on the shelf. Let's spend time on the product and find a way to make offense the rule. Statistics showed this year that scoring was down and fouls were less. The Division I NCAA women's tournament is 89 of 89 championships in terms of revenue? We need a fix. I'm concentrating on the product in this article.

Coaches share similar concerns across the landscape. You may hear these issues in anybody's gym:

1. Summer team travel basketball has ruined our game
2. Players don't go in the gym on their own to work on shooting anymore (keep in mind every major BCS school has a practice gym separate from the men)
3. The officials are inconsistent.

However, if these concerns vanished, would players have spent enough time working to showcase scoring when the court opens up. I'm launching a challenge to the coaches and teachers in the game under the umbrella of The 4 P's of BASKETBALL ECONOMICS and the "offensive incentive plan".

Proposal: Dramatically change and challenge the way the game is taught, played and emphasized by creating an "Offensive Incentive Plan" for Division I basketball to grow the product.

Concept: Create an incentive plan to encourage offensive skill development to encourage coaches to train, teach and master the offensive skills of the game with their players. . . scoring and ball handling!! Put skill development back to the forefront of growing our game. Money and competition motivate and grab coaches' attention. Create a monetary reward system for teams that shoot 45% at the end of their respective conference season so all Division I levels have equal opportunity to participate. In theory, if the product improves, price, promotion and place will follow. This is no chicken and the egg. I'm talking practice!! That's right Iverson, practice! How can our game be 89 out of 89 NCAA Championships?? It's concerning and if we don't act dramatically, other sports are going to overtake our position on campus as the 3rd sport. (football and men's basketball are 1 and 2)

Strategy: Craft a program similar to NCAA Capital One program on ESPN. Capital One keeps a running tally of the teams that are on the top of the women's sports standing for overall achievement. Create a similar program for women's basketball with the emphasis on field goal percentage. If a team shoots 45% from the floor in the final conference stats, they win a shared percentage of the prize.

NCAA Division I Statistics from April 9,2013

# women's teams that shoot 50%FG: 1	# men's teams that shoot 50% FG: 2
# women's teams that shoot +45%: 9	# men's teams that shoot +45% FG: 85

THE SALE or CLOSE: Let's put the game back in the teachers hands. If you play on TV, you might consider a rotation on the rules committee since TV is a part of the growth of the game. Incentivize coaches to create better offensive players, not run another play. A good offensive player beats a good defense. Don't spend 75% of your practice time on defense and running or tweaking a play. Lets' challenge the profession to teach a player how to score, create separation, shoot the ball correctly and handle. Let's create rules that feature offense, protect the shooter and dramatically change and challenge the way coaches prepare, plan, recruit and spend time with their players. Allow coaches to spend time with their players. We need offensive . This economic theory that has been around for centuries!! I say it will work for basketball also!! Put on the earth to do what? SCORE!