

MAX Potential Basketball Club
Parent Onboarding Packet

1. Welcome Letter from Coach Holden

Dear MPBC Families,

Welcome to the MAX Potential Basketball Club. Whether you're returning or joining us for the first time, thank you for trusting us with your child's development. This program is more than basketball. It's a commitment to growth—on and off the court.

Every session, every rep, every moment is a chance to develop not just players, but people. We believe in doing things differently. Smarter. More intentionally. And with a relentless focus on helping each athlete become the best version of themselves.

Let's build something real together.

With gratitude,
Tahj Holden
Head Coach & Program Director

2. Mission & Philosophy

Empower the Player, Elevate the Game.

Our work is grounded in three core values:

- Joy – We play because we love it. When joy is present, learning accelerates.
- Humility – We stay grounded, hungry, and always open to growth.
- Resilience – We embrace failure as fuel and bounce back stronger.

We use the Constraints-Led Approach (CLA) to design practices that mirror real-game challenges. Players are guided to discover solutions, build decision-making skills, and learn how to adapt under pressure.

3. What to Expect This Season

Practices: High-energy, skill-focused sessions that blend individual development with team concepts. Every practice includes intention-setting and post-session debriefs.

Development+ Days: Small-group training environments focused on core skill refinement through repetition with variability and intentional feedback.

Tournaments: Select competitive events that test what we've trained. Not every weekend. Quality over quantity.

Attendance & RSVP: We use TeamSnap to track attendance. Please RSVP in advance. We understand life happens—just communicate clearly.

4. Communication Guidelines

- Primary Platform: TeamSnap is the hub for all schedules, RSVPs, and announcements.
- Direct Contact: For individual concerns, reach out via email or text. We'll aim to respond within 24 hours.
- Practice Feedback: We're happy to discuss development—but not immediately after games or practices. Let's set time to talk.

5. Player Development Plans (PDPs)

Every player receives an individualized PDP:

- Grounded in how they learn and what they need.
- Built around core skill, decision-making, and psychological growth.
- Updated and adjusted in real time based on performance and behavior.

You'll get access to a simplified version of your child's PDP with clear focus areas. These are tools—not judgments. Progress is nonlinear.

6. Video Learning & Feedback

We film practices and games selectively to:

- Highlight teaching moments.
- Reinforce decision-making and recognition.
- Use NBA clips and examples to show transferable concepts.

Film is a mirror—our goal is not to criticize but to illuminate. The tone is always developmental.

7. Code of Conduct

For Players:

- Show up on time, ready to grow.
- Compete with joy, respect, and effort.
- Embrace mistakes as learning moments.

For Parents:

- Cheer positively. Avoid sideline coaching.
- Trust our staff. If concerns arise, address them respectfully and away from players.
- Model grace under pressure. Kids are always watching.

8. Uniforms & Gear Info

- Required: Jersey, shorts, and shooting shirt (ordering link will be sent via TeamSnap).
 - Optional: MPB-branded gear available online.
 - Deadline: Orders must be submitted by [Insert Date] to ensure delivery.
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9. Parent Role in the Journey

Your role matters. Great athletes often have grounded, supportive families who:

- Encourage effort, not just results.
- Let the game belong to their child.
- Ask better questions: Did you have fun? What did you learn?

Let's partner to create a healthy, challenging, and joyful experience.

10. FAQs

Q: What if we miss a practice?

A: Just update TeamSnap—we plan around real-time info.

Q: Will we always know tournament dates in advance?

A: We do our best to finalize early. Sometimes last-minute changes happen.

Q: How is playing time determined?

A: Development first. We balance learning opportunities with competitive fairness, especially in early grades.

Q: What age groups do you serve?

A: Currently grades 3–6, with plans to expand.

Q: Do players need to be advanced to participate?

A: No. We serve a wide range of skill levels. What matters most is effort, attitude, and a willingness to grow.

Q: Are there tryouts or evaluations?

A: Yes—mainly for team placement and to understand each player's starting point. These are not cutthroat events.

Q: Is there a refund policy?

A: Once the season begins, fees are non-refundable due to gym rentals, uniforms, and staffing.

11. Closing Note & Gratitude

Thank you for trusting us with your child's journey. We don't take it lightly. MAX Potential exists because we believe youth sports can be better—more intentional, more joyful, more transformative.

This is a place for growth. For challenge. For becoming.

Let's do this together.

Sincerely,
Coach Tahj Holden
Founder, MAX Potential Basketball Club