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**Aaron Socha - Georgia Southern Athletics**

## **‘The Process’ Serves as the Blueprint for Men’s Basketball Program**

**First-year coach Brian Burg lays out his plan for success.**

By Marc Gignac  
11/9/2020 1:40:00 PM

**STATESBORO** – It is already embedded in the Georgia Southern men’s basketball program, just six months after first-year head coach Brian Burg arrived in Statesboro.

It is a holistic approach to the comprehensive development of the student-athlete, a collection of philosophies gained from a lifetime of playing and coaching basketball all over the country.

It is called “The Process.”

“This is what we believe in, and this is how we’ve had success,” says Burg. “We don’t talk about winning championships or even winning games; we talk about winning the day and buying into the process of getting better every day with a professional and consistent daily approach.”

The all-inclusive plan serves as the road map for how the Eagles will become better players, better students and grow into the best versions of themselves. It includes detailed directives, such as eating four meals a day or making 300 game shots, as well as more philosophical ideals, such as finding balance in life and being an unselfish teammate. In a nutshell, it is a plan for developing as an athlete, a student, a person, a teammate and a basketball player.

Each member of the team is asked to buy into and follow “The Process,” and they talk of it with reverence.

“It’s a lot, but it’s doing all the little things to get you ready,” says senior guard Zack Bryant.

“It’s attacking everything with a professional mindset,” says junior guard Kamari Brown.

“It’s making sure you come in every day and do the things you need to do to get better,” said junior forward Elijah McCadden.

*This is what we believe in, and this is how we've had success. We don't talk about winning championships or even winning games; we talk about winning the day and buying into the process of getting better every day with a professional and consistent daily approach.*

*Head Coach Brian Burg*

“The Process” has no birthdate to speak of. Nobody sat down in a room and invented it. It was gleaned from the experiences of basketball coaches from successful programs at every level from all over the country, and it became the road map for success. It received its name at Little Rock, when Burg was an assistant coach on Chris Beard’s staff.

“I think this is a collection of what programs do,” said Burg. “We just put a label on it and buy into these habits on a daily basis because it allows us to have success.”

“The Process” has a tremendous track record. Little Rock began its 2015-16 Sun Belt championship season with a program-best 10-0 record, completed a 30-5 season and defeated 12th-ranked Purdue 85-83 in double overtime in the NCAA Tournament first round.

Beard and Burg brought “The Process” to Texas Tech, and the Red Raiders recorded the program’s winningest season in school history by going 31-7 in 2018-19, which included a run to the Final Four and the national championship game.

It has been the recipe for individual success as well. Former Red Raider Zhaire Smith was the 16th pick in the 2018 NBA Draft, and Jarrett Culver was the sixth pick in 2019.

For Burg and the Eagles, “The Process” is the guiding principle for the program.

“Whenever you do something consistently with discipline, it allows you to have confidence and success,” says Burg. “If you complete these habits on a daily basis, it's a proven formula to give yourself the best chance to have success.”

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The college basketball season tips off across the country Nov. 25, and Georgia Southern is in the process of finalizing its non-conference schedule. To align with guidance put in place by Georgia Governor Brian Kemp, and following NCAA, Sun Belt Conference, Centers for Disease Control and Prevention, Georgia Department of Public Health and University System of Georgia social distancing standards due to concerns around the COVID-19 pandemic, Georgia Southern will begin the season with a limited capacity in Hanner Fieldhouse.

Social distancing will be maintained throughout the arena to the fullest extent possible, including limiting court access in accordance with Sun Belt and NCAA recommendations, and face coverings must be worn by all fans, staff and media members when inside Hanner Fieldhouse.