



By the close of the 1997-98 season, Coach **Phil Jackson** had amassed 560 career victories as a coach in the NBA. The NBA record books are replete with accomplishments of the Chicago Bulls during Phil Jackson's tenure, including the 1995-96 championship season in which the Bulls established a new NBA record for regular season wins, finishing 72-10. He reached his 200th and 300th career victories faster than any other coach in NBA history. But as NBA fans know, it is the playoffs that count and Phil Jackson owns the highest playoff winning percentage of all NBA coaches.

As head coach of the world champion Chicago Bulls, Phil Jackson developed an innovative approach to the game. His philosophy flies in the face of the dogma of American sports since the 1950's: the "winning-is-everything" code of belief. Phil Jackson's system centers on the power of awareness and selfless teamwork to achieve success on the court and to cultivate mindfulness in everyday life. As he puts it, "Awareness is everything. Being aware is more important than being smart." Considered a maverick for his unorthodox coaching methods, Coach Jackson has created a unique coaching style, which has adapted the precepts of Zen Buddhism, the ways of the Lakota Sioux and other alternative styles including group meditation sessions. He has even spliced segments of the movie Wizard of Oz into game films to make a point.

Phil Jackson shares his motivational techniques not just with other coaches, but also with people in all walks of life. As a response to the demand from people who wanted more information about Phil Jackson's techniques, he wrote Sacred Hoops. Sacred Hoops presents Coach Jackson's philosophy of mindful basketball, and how its principles can be used to promote a de...

Phil Jackson

Speech Topics

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