

Red Auerbach Quotes

*Basketball, Player, Sports, Winning, People, Motivational, Integrity, Looks,
Believe, College, Team, Kids, Want, Talking, Two, Play, Personality, Athlete,
Score, Needs*

The most important thing in coaching is communication. It's not what you say as much as what they absorb.

~Red Auerbach

Take pride in what you do. The kind of pride I'm talking about is not the arrogant puffed-up kind; it's just the whole idea of caring - fiercely caring

~Red Auerbach

They said you have to use your five best players but I found you win with the five who fit together the best.

~Red Auerbach

Everyone is born with a certain potential. You may never achieve your full potential, but how close you come depends on how much you want to pay the price.

~Red Auerbach

If you want to be a Champion, you've got to feel like one, you've got to act like one, you've got to look like one.

~Red Auerbach

You don't win games as a coach during games. You win games as a coach before games. Players win during games, not coaches

~Red Auerbach

The Boston Celtics are not a basketball team, they are a way of life.

~Red Auerbach

The only correct actions are those that demand no explanation and no apology.

~Red Auerbach

Many, many times, the kids with the less talent become the better

athletes because they're more dedicated to achieving their full potential.

~Red Auerbach

I don't believe in statistics. There are too many factors that can't be measured. You can't measure a ballplayer's heart.

~Red Auerbach

Just do what you do best.

~Red Auerbach

I can't stand a ballplayer who plays in fear.

~Red Auerbach

Winners train, losers complain. Give me twelve players that want to win and they will find a way to win.

~Red Auerbach

It's not what you tell your players that counts. It's what they hear.

~Red Auerbach

Strategy is something anyone can learn. But not all coaches take the time to understand a man's personality.

~Red Auerbach

Basketball is like war in that offensive weapons are developed first, and it always takes a while for the defense to catch up.

~Red Auerbach

You've got to avoid overcoaching. You've got to avoid talking too much. You've got to avoid showing players that you're the boss every time. You don't have to do that. They know you're in charge.

~Red Auerbach

Look after your people.

~Red Auerbach

The best way to forget ones self is to look at the world with attention and love.

~Red Auerbach

An acre of performance is worth a whole world of promise.

~Red Auerbach

You handle animals. You deal with people.

~Red Auerbach

To a father, when a child dies, the future dies; to a child when a parent dies, the past dies.

~Red Auerbach

All records are made to be broken.

~Red Auerbach

If they think we've got an edge, we've got an edge.

~Red Auerbach

I can't stand a ballplayer who plays in fear. Anybody who has a good shot has got to take it and keep taking it. So he misses...so what?

~Red Auerbach

I have two college degrees, but the only way I could make a living was by showing kids how to put a ball in a hole.

~Red Auerbach

The coach should be the absolute boss, but he still should maintain an open mind.

~Red Auerbach

I never had a set of rules. Every situation is different.

~Red Auerbach

Stand up for your players. Show them you care on and off the court.

~Red Auerbach

He who believes in nobody knows that he himself is not to be trusted.

~Red Auerbach

You can't win without the ball.

~Red Auerbach

Everything can happen in the playoffs.

~Red Auerbach

If I'm going to coach the players, I want some say on who they're going to be.

~Red Auerbach

He has the players too happy.

~Red Auerbach

I have two college degrees, four honorary doctorate degrees, and am in three Halls of fame, and the only thing I know how to do is teach tall people how to put a ball in the hole.

~Red Auerbach

Any coach needs talent. You start with talent. Without talent, we're all in the soup.

~Red Auerbach

I never took a position we were going to be a good ball club. I took the position we were going to be a winning ball club.

~Red Auerbach

When players are used to winning, they put out a little more. Basketball 3rd winningest coach (regular season and playoffs) in NBA history; won 1,037 times in 20 years.

~Red Auerbach

If you're keeping score, win!

~Red Auerbach

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