



HOOP HABITS
ACADEMY

HOOP HABITS ACADEMY

PROGRAM OVERVIEW

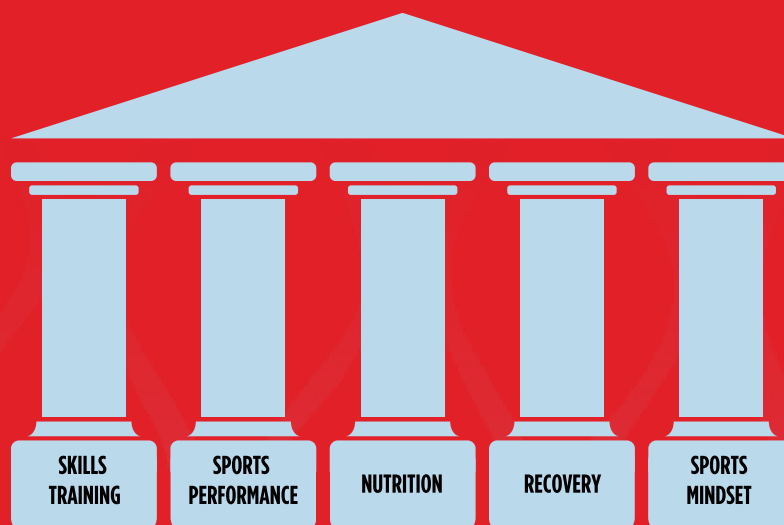
2026 – 2027

THE ACADEMY

Hoop Habits Academy, the first of its kind in Minnesota, is an all-encompassing program designed to maximize your athlete's growth in a calendar year. Over the course of 12 months, we will provide the tools and master habits within the five pillars of our programming: Basketball Skills Training, Sports Performance, Nutrition, Recovery, and Sports Mindset Coaching. This is an "all-in" approach for basketball players looking to take a quantum leap on the court and maximize their potential. Academy athletes will truly live by the Academy's mantra: We are what we repeatedly do.

5 PILLARS

Hoop Habits Academy is built on 5 Pillars of Development: Skills Training, Sports Performance, Nutrition, Recovery and Sports Mindset Training.



SKILL DEVELOPMENT

Skills training will be the foundation upon which Academy athletes master their 'Hoop Habits'. On day one, we will conduct an individual player evaluation, identifying strengths and areas for improvement. Goal setting will be the next critical step. Together with our **Academy Directors, Anthony Tucker and Jadee Jones**, athletes and families will participate in a collaborative process to set concrete goals for the upcoming year. From there, we get to work. Each athlete's schedule will be tailored to their specific needs (i.e. working around games and practices during basketball season) but will consist of semi-private trainings with other Academy members and unlimited small group sessions. The focus of these workouts will vary throughout the year, always with the athlete's unique needs and goals in mind. Progress report meetings will be conducted with athletes on a monthly basis, to provide transparency throughout the process and ensure athletes, families and our team at Hoop Habits are all working together towards our common goal.

ACADEMY DIRECTORS

Anthony Tucker &
Jadee Jones



SPORTS PERFORMANCE

The sports performance training program for Hoop Habits Academy will be **powered by ETS Performance**, delivering elite athletic performance training focused on speed, strength, and development. The programming will begin with an initial evaluation, assessing speed and agility, vertical leap, strength, flexibility, and mobility. Training will be basketball-centric and customized to the unique needs of each Academy athlete, with the goal of maximizing on-court success. Each athlete's comprehensive plan will flex throughout the year to address the specific demands and opportunities of their pre-, regular, and off-season.



ETS PERFORMANCE

Elite athletic performance training focused on speed, strength, and development. Certified coaches, structured systems, and advanced performance testing to deliver safe, measurable, and lasting results for your athlete.

NUTRITION COACHING

Led by Bailey Braccini, founder of Elevate Wellness and Hoop Habits' Wellness Specialist, the nutrition coaching program for Academy athletes will be tailored to athletes' specific needs, supporting them in their pursuit of reaching their athletic goals. Education around performance nutrition, hydration, meal planning, recovery nutrition, healthy habits, and fueling for competition, among other topics, will be provided to athletes throughout their journey. Athletes will have monthly meetings with our Nutrition Coach to review progress and refine goals.

RECOVERY

At Hoop Habits, we understand the critical role that recovery plays in reaching each athlete's goals and potential. **Athlete recovery will be powered by VitalCore Recovery** – performance recovery built on neuromuscular techniques, PEMF, compression, whole body vibration, chromo light, and infrared sauna. The Hoop Habits Academy recovery approach will focus on readiness, mobility, performance optimization, and injury recovery.

SPORTS MINDSET TRAINING

Sports mental training plays a crucial role in helping athletes build the mental resilience needed to succeed in their sport and life. **Led by Rachel Olson, founder of Confident Sports**, Hoop Habits Academy athletes will learn to manage emotions, overcome setbacks, and maintain focus under pressure. Athletes will gain the mental strategies needed to navigate pressure, build confidence, and achieve sustained excellence. Mindset coaching will take place on-court as well as in a group seminar setting.





HOOP HABITS
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MEET THE TEAM



Anthony Tucker, Founder

A Twin Cities native and graduate of Minnetonka High School, Anthony Tucker led the Skippers to a State Championship and a top 10 national ranking during his senior year in 2008. Tucker was named the Star Tribune Metro Player of the Year and graduated as the school's all-time leading scorer. He earned a scholarship to play in the Big Ten for the Iowa Hawkeyes before finishing his college career at Minnesota State University – Moorhead, where he was named to the All-Conference and All-Region Teams.

Tucker boasts an accomplished 11 year professional career spanning nine countries and including four finals appearances, one MVP award, one scoring title, and three assist titles. He also played in the NBA G League for the Windy City Bulls. Coach Tucker has extensive coaching experience, from AAU to high school varsity to serving as Head Coach of the Taichung Suns in Taiwan's T1 League and the Head Coach of Holy Family girls basketball program.

Anthony has led Hoop Habits in supporting hundreds of athletes across training memberships, Hoop Habits Academy, Hoop Habits Elite AAU programs for boys and girls, clinics and camps.

 @_ant_tucker



Jadee Jones, Director of Player Development

Jadee Jones is a Minnesota native, having played high school basketball at DeLaSalle and Hopkins and finishing as a "Mr. Basketball" finalist in 2004. He earned a scholarship to play Division I basketball at Furman University and finished his career at Minnesota State Mankato. From coaching to skills training, Jadee has been one of the most influential leaders in the Minnesota basketball community over the last 15 years. As a part of the Apple Valley High School staff, he helped guide the program to three state championships in 2013, 2015, and 2017. Notably, he has been instrumental in the development of his brothers, Tyus and Tre Jones, 5-star recruits that played at Duke University prior to their NBA careers. Jadee has trained both throughout their careers and continues to do so today. He is widely considered to be the preeminent skills trainer in Minnesota, working with elite talent at the high school, college, and pro levels. Jadee now serves as the head coach at Minnehaha Academy, a program with a history of excellence. Jadee's knowledge is unmatched and his passion for teaching the game is undeniable – an invaluable asset for Hoop Habits and our athletes.

 @jadeejon3s



HOOP HABITS
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MEET THE TEAM



ETS Performance

ETS Performance's mission is to provide cutting-edge strength, speed, power, deceleration, and movement-mastery training for athletes and individuals in a challenging yet positive environment that enhances performance, builds character, and encourages personal growth.

Expert Coaching

Athletes train alongside peers while following their own customized program, combining individual attention with the energy of a team atmosphere.

Tailored Plans

VALD Performance testing establishes clear baselines and monitors measurable improvements to keep athletes progressing with purpose.

Proven Results

Our coaching team brings a wealth of experience and expertise, including nationally recognized certifications such as CSCS, NSCA, and USAW.

 [@ets.performance.hq](https://www.instagram.com/ets.performance.hq)



Bailey Braccini, Wellness Specialist & Performance Coach

As a Wellness Specialist and Performance Coach, Bailey helps athletes optimize their energy, recovery, and overall performance through a strategic, holistic approach.

As the founder of Elevate Wellness Coaching and a former athlete herself, Bailey combines her background as a Nutritional Therapy Practitioner, Strength and Pilates trainer, and mental performance coach to support athletes in building habits that allow them to excel at a high level, consistently and sustainably. Her work focuses not only on physical performance, but also on helping athletes build confidence, discipline, and a strong foundation both on and off the court.

 [@basicsxbay](https://www.instagram.com/basicsxbay)



HOOP HABITS
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MEET THE TEAM



Quinton Hooker, VitalCore Recovery Founder/CEO

A Brooklyn Park native and one of North Dakota's all-time leading scorers, Quinton spent eight-plus seasons as a professional guard, with stops overseas. Years of managing his own recovery — including injury comebacks — are why every VCR session starts with data, not guesswork.

 [@vitalcorerecovery](https://www.instagram.com/vitalcorerecovery)



Theo John, VitalCore Recovery Founder/COO

Theo John is a Minnesota native, former professional basketball player, recovery specialist, and Co-Founder of Vital Core Recovery. After competing at Marquette University and Duke University, he played professionally in the NBA and overseas. Throughout his career, Theo overcame multiple injuries once considered career-ending, igniting a passion for biomechanics, nervous system optimization, and evidence-informed recovery. Today, he combines firsthand experience with advanced recovery technologies to help athletes and high performers optimize wellness, elevate performance, accelerate recovery, and extend the longevity of their careers through a comprehensive, system-based approach.

 [@vitalcorerecovery](https://www.instagram.com/vitalcorerecovery)



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MEET THE TEAM



Rachel Olson, Sports Mental Performance Coach | Founder, Confident Sports

Rachel Olson has built her career around a truth most coaches never talk about: talent alone doesn't determine how far an athlete goes, mindset does.

As a former collegiate volleyball player, Rachel learned this lesson the hard way. Mental barriers, pressure, self-doubt, and fear of failure can unravel years of hard work faster than any opponent ever could. She experienced that firsthand when the weight of expectations during her transition to college athletics became too much to carry, and she walked away from the sport she loved. That chapter didn't break her. It became her purpose.

Today, Rachel brings a perspective that is rare in this field. She is not only a certified mental performance coach, she is a mother of three elite athletes, two of whom compete at the Division I level, in soccer at Gonzaga University and basketball at the University of Michigan. She has felt the helplessness of watching her child struggle with confidence and not knowing how to help. That shared experience is exactly what allows her to work alongside parents and athletes as a true partner in this journey.

As a Positive Performance Certified Mindset Coach™ and Performance Visualization Specialist™, Rachel equips athletes and parents with the strategies, tools, and mindset shifts that create real, lasting change, on the field and far beyond it.

 [@confidentssportspro](https://www.instagram.com/confidentssportspro)



HOOP HABITS
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HOME COURT

Hoop Habits | 10100 Yellow Circle Dr, Minnetonka MN 55343

Hoop Habits is a 41,000-square-foot flagship basketball and performance training facility featuring four basketball courts, elite skill development, sports performance training, recovery integration and year-round athlete development programming. Hoop Habits Academy athletes will have access to the vast resources that our facility offers.





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WHY DO FAMILIES CHOOSE HOOP HABITS ACADEMY?

In short, families choose Hoop Habits Academy for the **unparalleled expertise** of our team as well as our **focus on complete athlete development**. We prioritize long-term growth, confidence, habits, health, and overall athlete wellbeing.

After my daughter's first session at Hoop Habits, she knew she was going to love it. She's now a few months in and it's only getting better and better. Hoop Habits has a great facility, scheduling platform and excellent variety of training options, but far beyond that, the workouts are individualized to an impressive degree and the team's attention to detail paired with their genuine desire to see athletes succeed is why we are such big fans. The Hoop Habits trainers push our daughter physically to develop her skills but also help her to translate her training to game play and get tangible results.



Working with Hoop Habits has truly been an elite experience. The team's meticulous attention to our son's shot form and footwork has elevated his accuracy and consistency to new heights. Beyond the focus on skills, Tuck and Jadee's knowledge of the game and how they convey that understanding to our son has not only improved his on-court decision making but has also enhanced his overall game awareness. Hoop Habits tailors training sessions to address specific strengths and areas for improvement, ensuring personalized growth for each kid they works with. Thanks to Hoop Habits, our son has not only developed superior basketball skills, but he has gained a deeper understanding of the game, setting a solid foundation for future success on the court.



Training with Hoop Habits over the course of the last several years has been a game changer for my son. Hoop Habits' holistic approach to training has helped him grow and mature in his skillset, court IQ and EQ. The mentorship and guidance from the trainers have been invaluable to his growth and development.

PROGRAMMING

SKILL DEVELOPMENT

Twice weekly semi-private (2-4 athletes) sessions and unlimited small group sessions

SPORTS PERFORMANCE

Three times a week basketball-specific performance training

NUTRITION

Monthly in-person check-in, ongoing support and nutritional education resources

RECOVERY

Personalized plans based on vital scans, with a variety of recovery tools

SPORTS MINDSET TRAINING

Monthly in-person sessions with on-court application

SAMPLE WEEKLY FLOW

MONDAY

Sports
Performance +
Small Group Skills

TUESDAY

Semi-Private Skills
+ Recovery

WEDNESDAY

Sports
Performance +
Small Group Skills

THURSDAY

Semi-Private Skills
+ Small Group
Skills

FRIDAY

Sports
Performance +
Small Group Skills

SATURDAY

Optional Skills or
Recovery

SUNDAY

Recovery / Rest

Sample schedule only - each athlete will have a customized schedule which will flex throughout the year based on pre-season, in-season, and post-season needs.

APPLICATION PROCESS

Visit www.hoophabits.com/hoop-habits-academy to download the application for the Hoop Habits Academy program. Program is open to athletes ages 10-18. Limited Spots available. **Applications are due August 23rd.**

INVESTMENT

The monthly rate for Hoop Habits Academy members is \$1,500. This fee encompasses all pillars of the program, including basketball skills training, sports performance training, nutrition, recovery and sports mindset training.

CONTACT US

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ANTHONY TUCKER, FOUNDER

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**WE ARE WHAT WE
REPEATEDLY DO.**