

Hyperbolic Discounting (Temptation Bundling)

Addresses the brain's demand for instant gratification. By pairing tedious work (like defensive reps) with an immediate perk (like choosing the music or playing 3-on-3), you provide a short-term dopamine bridge that keeps players engaged in the moment.

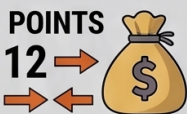


PHASE 1: Communicating With Your Team

Establish the immediate work-perk pairs.



The "Work First, Play Next" Frame: Clearly pair necessary, high-effort work with immediate, high-dopamine rewards that follow straight after.



Present Clear Bargains: Offer immediate team-wide perks in exchange for focused, high-intensity execution during tough drill blocks.



Shorten the Reward Horizon: Focus player attention on the immediate fun activity waiting at the end of the current drill rather than end-of-season outcomes.



PHASE 2: Drills & On-Court Actions

Integrate temptation bundling into daily training.



Music-Driven Defensive Shell: Allow players to play their preferred practice playlist only during blocks where defensive intensity metrics are hit.



Conditioning-for-Scrimmage Bundling: Pair a required 5-minute heavy conditioning block directly with an immediate 10-minute open 3-on-3 tournament.



The "Choice-of-Drill" Reward: Guarantee that executing a precise defensive execution goal earns the right to pick the final game of practice.



PHASE 3: Measure & Improve (Culture Building)

Audit and reinforce the "Bargain" culture long-term.



- **Audit Reward Timing:** Ensure that high-dopamine perks are delivered immediately following the target behavior to preserve the connection.
- **Rotate Bundled Perks:** Shift the rewards used (e.g., gear choices, music control, drill selection) to keep the immediate incentives fresh.
- **Gradually Lengthen Work Intervals:** Slowly increase the duration of required work blocks before delivering the paired reward as team discipline grows.



Communicate



Act



Measure



Improve