



**ART OF COACHING PODCAST™ EPISODE 21
NICOLAI MORRIS: THE EFFECTS OF SOCIAL MEDIA ON COACHING, WHAT DOES THE
RESEARCH SAY?**

Brett mentions that people generally accept what they are most comfortable or familiar with. Name something you used to be vehemently against, but now have begun to embrace. Why did you do this and what was the outcome?

The influence of social media is at an all-time high. What are the positives and negatives of social media that you have observed within your own field?

According to Nicolai, social media is heavily used by strength and conditioning coaches. Can you name three ways in which she mentioned the use and what is your opinion on that particular research?

Content is the currency of marketing efforts. What strategies do you regularly employ when creating content (if at all)?



Art of Coaching Podcast™

ABOUT



Join us as we dive more deeply into what it takes to change attitudes, outcomes & behaviors across a variety of world-class environments. Our guests include a wide range of professionals ranging from coaching, law enforcement, scientists, managers, military and entrepreneurs.

While I may originally be a strength and conditioning coach by trade- my work now spans across the corporate realm, military setting and beyond. If you work with people in any capacity and are fascinated by what makes them tick, this show is for you!

Each episode is packed with tactical insights as we prioritize providing you with key take-aways, instead mass produced "surface level" advice. Expect to be challenged, expect to be surprised and expect to maybe find a few laughs along the way as well.



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