



**ART OF COACHING PODCAST™ EPISODE 23  
JOE DEFRANCO: PLAYING THE LONG GAME**

**Fill in the blank:** Joe proclaims that many of the best coaches tend to be recognized \_\_\_\_\_ than many of the perceived experts in the online community.

Money tends to be a hot-topic for many coaches? Why do you believe this is? What is your attitude towards asking for money?

Brett asked Joe how he manages combatting information overload. What were a few of the tips that Joe provided as a result? How can you adapt these tips for your own situation?

Tip #1:

Tip #2:

Tip #3:



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**Brett and Joe talked a little bit about their own training and how it has changed over the years. What stages have you gone through regarding the way you approach your own training over the past few years? Why have you made these changes, and what have been some things that have surprised you about the results you have seen as a result of these changes?**

**Brett stated that he believes the terms “coach” and “leader” should be used synonymously, do you agree? Why or why not?**

**What skill(s) did Joe mention which he believes more coaches need to focus on if they want to become the best version of themselves?**



## Art of Coaching Podcast™

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### 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.



**Art of Coaching Podcast™**  
**[info@artofcoaching.com](mailto:info@artofcoaching.com)**



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# Art of Coaching Podcast™



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