



**ART OF COACHING PODCAST™ EPISODE 36  
ANDY MCCLOY: PROGRAMMING CONFUSION AND PERSONAL DEVELOPMENT**

Brett asks Andy about his personal experience with imposter phenomenon as a strength coach. What was Andy’s response? Can you relate with Andy? If so, in what ways have you experienced imposter phenomenon and has it held you back?

Andy and Brett discuss marketing. Do you agree with the way Andy describes what marketing means to him? If not, what does marketing mean to you? Do you market yourself/your business? What are some of the ways that you would use to market yourself/your business?

Brett and Andy talk about social comparisons. Sometimes, people will change certain things about themselves to reflect a behavior from someone they wish to be like. What “borrowed thoughts” have you taken from someone else that has become embedded in your day-to-day routine? List them below and why:

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Andy talks about a book that has helped him become a better coach called *Inside Out Coaching*. He repeats a quote by the author, Joe Ehrmann, “Nobody cares what you know until \_\_\_\_\_.”

In this episode, there is talk about programming and social rewards. About how coaches today are more focused on creating attention, through social media, than they are running a program that has the athletes best interests in mind. How does Brett explain his mindset regarding periodization? Do you agree? Are you guilty in taking part in creating attention that looks better for you rather than doing what’s best for the athlete?

Andy gives the audience a critical piece of advice. He talks about the nepotism in the strength and conditioning industry. His advice is to create true relationships within the industry because relationship building is a huge factor in how far an individual can go. Stay authentic. Do you take part in relationship building? Do you have a good relationship with yourself? If not, do you believe this gets in the way with your relationship building?



## 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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