



**ART OF COACHING PODCAST™ EPISODE 71**  
**MATT WAN: CURIOSITY & CONSEQUENCES: THE PATH TO BUILDING A PREMIUM PRODUCT**

According to Matt, it's not the consumer's desire to consume great products that's their sticking point, but rather

\_\_\_\_\_.

- a. How does Momentus plan to overcome this?
- b. From a consumer's perspective, what advice would you give Matt?

Matt and Brett discuss the dilemma of consumers making emotional decisions as opposed to rational ones. Provide two instances in which you made an emotional (but not rational) decision. Why?

What was Matt's "inflection point" during the creation of Momentous? How can you apply this strategy to a project or endeavor that you've been considering in your own life?



According to Matt, the difference between successful companies and unsuccessful companies is \_\_\_\_\_ (hint: a willingness to do what?).

When considering potential opportunities, do you look for reasons to say yes, or to say no? Why?

Matt says the worst thing you can do as a brand or organization is \_\_\_\_\_. Do you agree? Explain.

Pretend you are in Matt's position as the leader of a start-up. What qualities would you look for when hiring the first person for your team? Do you know who you would pick?



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**Pretend you are in the market for a supplement or training tool. When you are browsing the internet / aisles of the store, what are the three most important things you look for? (or what leads you to pick one brand over another)?**



## 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.



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