



**ART OF COACHING PODCAST™ EPISODE 80**  
**ALI KERSHNER: SEEING COACHING THROUGH A SILICON VALLEY LENS**

How did growing up with entrepreneur parents in the Silicon Valley shape Ali's coaching career? In what ways has your upbringing (parents, friends, geographic location, etc.) shaped the evolution of your career?

How do you define entrepreneurship? In what ways is coaching the same as entrepreneurship and in what ways is it different? In what ways are you an entrepreneur?

Brett argues, "...no one gets better at assessing themselves in a vacuum." When was the last time you actively sought feedback? How did you ask for it and how did you receive it? What's stopping you from asking for more?



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Do you currently seek feedback from individuals outside of your profession? What are the advantages/disadvantages of doing this? Brainstorm 3 people you can reach out to from other industries/fields. What questions would you ask them?

Imagine you are in charge of staff development for a group of coaches. Design a project that would require them to reach out to someone from a different industry. Describe the scope of the project, the goal(s) and how it would enhance their development.

In your own words, what is the *Jobs To Be Done* theory? According to this definition, how would you define the “job” of a coach? How can you use *JTBD* to reframe a problem you have in your field?

What alternate definition of mastery does Ali offer? Using this definition, what 2-3 skills (of your own) would you combine to create your own brand of mastery?



## 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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