



**ART OF COACHING PODCAST™ EPISODE 81  
ADAM BORNSTEIN: LEARN TO LISTEN, LEARN TO LEAD**

Adam lives by a number of personal rules: Design the work you do for the people you serve and not for yourself; Don't be an a\*\*hole; Don't be greedy, etc. What personal rules do you live by?

Who is your audience and how do *they* define success? Are you gearing the work you do for them and what they need or are you working for yourself and what you want?

What are your personal KPI's (key performance indicators)? Put another way, what metrics allow you to measure personal and professional success? List 3-5.



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Adam argues that the worst thing you can do after asking a bad question is to stop. What does he suggest you do instead? How can you show someone you care by the way you ask questions?

According to Adam, the questions people aren't asking enough are the questions we ask ourselves. What questions do you ask yourself on a daily basis?

***Bonus Activity:*** One way to get better at asking questions is to perform a 'questionstorm'. A questionstorm is like a brainstorm except instead of ideas, you list as many questions as you can about a particular topic. To perform a questionstorm, pick a topic, person, or problem. Write down every question that comes to mind. Finally, come back and narrow your list. Give it a try. Was this difficult or easy? Were your questions generic or specific? Where and when did you get stuck?



## 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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