



**ART OF COACHING PODCAST™ EPISODE 82  
BRETT SOLO EPISODE: BARKING UP THE WRONG TREE & SOCIAL CAPITAL**

In your own words, what is "bonding social capital"? What is "bridging social capital"? List 3 people in each of these networks.

Create a graph of the relationship between bonding social capital (x-axis) and innovation (y-axis). What tends to happen in a country when bonding social capital is high? Why?

The Semmelweis Reflex is "the tendency to reject new evidence or knowledge because it contradicts established norms, beliefs or paradigms". Can you think of an example of the Semmelweis Reflex in your own life or professional field?



In this episode, Brett urges listeners to brainstorm the 5-10 people they most commonly go to for advice. List those people below. Now, identify what these people have in common. Think in terms of personality traits, profession, amount of risk tolerance, innovative tendencies, etc. Are there any common themes? Can you identify the profile of person you tend to seek advice from?

To “cross-train” your network and build better bridging capital, Brett suggests going to conferences/events put on by professionals in other fields. Identify 2-3 events outside of your industry that you would consider attending (if money were no issue).

Besides attending conferences/events and subscribing to a new magazine, brainstorm 2 creative ways you can immerse yourself in ideas or ways of thinking outside of your field.



## 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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