



**ART OF COACHING PODCAST™ EPISODE 85**  
**BRETT SOLO EPISODE: "WHY WON'T THEY LISTEN TO ME"? REASONS YOUR MESSAGE ISN'T GETTING ACROSS**

“The expert is always out of town” refers to the phenomenon in which we listen to the voice of authority over the voice of the familiar, even when the message is the same. Discuss a time you noticed this phenomenon play out in your own life.

According to Brett, human nature prevents us from listening to a message not because of the content but because of how we view the messenger. What qualities/characteristics tend to affect how we perceive the credibility of the messenger?

Do any of these qualities/characteristics surprise you? Would you +/- any from this list?



Discover, Decode, Decide, Deliver. What do each of these components refer to and how does Brett suggest using this paradigm to better reach your audience?

Sometimes you need to believe in the quality of the message and have the patience to stay the course. Why do you think *timing* is so important with regard to how we hear and interpret a message?

Are there any other suggestions Brett provides for people who feel their message isn't getting across? Any others you can think of? Describe one here:



## 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.



**Art of Coaching Podcast™**  
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