



**ART OF COACHING PODCAST™ EPISODE 114
TEX MCQUILKIN: RESOURCES VS. RESOURCEFULNESS**

Tex talks about 3 leadership concepts he discovered as an athlete: 1. Scaffolding, 2. Differentiation and 3. Athlete-Led Outcomes. He and Brett then discuss how they apply in more general terms: 1. Setting a foundation, 2. Marketing and sales, and 3. Creating a safe place to fail. List/Describe 3 leadership concepts you've gathered from a previous life experience. Put them in terms of your life now.

In your opinion, what (if at all) is the difference between sales and deceit? Do you view sales/marketing negatively? Why or in what way?

The Zeigarnik effect is a phenomenon in which a lack of understanding leads us to want to know more. It also occurs when the interruption of a task makes us remember that task in more detail later on (e.g. a cliffhanger in a movie). Can you give an example of this in your own life?



Aristotle's Ethos, Pathos, and Logos framework is still used today. As a quick refresher, ethos = experience or ethical appeal, pathos = passion or emotional appeal, and logos = knowledge or logical appeal. Give an example of a time you used each as an influence tactic. Which is your go to?

When, where and how have you applied the "scarcity lifestyle with an abundance attitude" in your life? Describe.

What's taking time away from your core business? Is it technology? Is it writing? Social media? Marketing? Financial accounting? How can you outsource this task to free up time for the important tasks?



Art of Coaching Podcast™

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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