



**ART OF COACHING PODCAST™ EPISODE 126
BRETT SOLO EPISODE: 8 OBSTACLES TO BUILDING BUY-IN**

Why is it important to understand the interests, biases, fears and personality quirks of the person you are speaking to?

Getting your point across is a matter of clarity, conciseness, and simplicity. Describe your job as if it was on a billboard and an individual was driving past it on the interstate. Could they understand what you are saying in the 3-5 seconds it remains in their field of vision?

Give an example of a time when you chose the wrong medium to communicate. What happened? What were the results and what did you learn from it?



Sometimes, a gesture, phrase, tone or slang (all examples of code) won't convey the intended meaning (e.g. when conversing with someone from another country). Describe an instance where your communication lacked proper "code".

Give three examples of noise and/or channels that could distort a message.

Think about your most recent interactions. What are ways you could have better defined context so that you were more easily understood? What goes into defining context?



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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