



ART OF COACHING PODCAST™ EPISODE 181
MATT REYNOLDS: CREATING A PRODUCT THAT STANDS OUT IN A CROWDED MARKET

Do you agree with Matt that technique and consistency should come before programming? Does programming matter much if the other parts aren't locked in?

Do you think technique can be coached effectively virtually or online? Have you had to coach or be coached online? How has that worked - is it easy or hard?

How do you think the field of strength and conditioning / coaching should handle certifications? Do we have too many, not enough? What could make them better? What would you suggest if you had to create the ideal certification?



In strength and conditioning it can feel like a race to the bottom; we don't value our time or services like premium products. Agree or disagree?

In what ways does Brett compare a great communicator to a professional barber?

Would you pay for/use Matt's service? Why or why not? What would you pay for it? OR Describe a time you opted for a premium product and it did/didn't pay off.



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.



Art of Coaching Podcast™
info@artofcoaching.com



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