



ART OF COACHING PODCAST™ EPISODE 211
ANDREW LESLIE & ANTON FERRO: APPLYING DESIGN THINKING TO ENTREPRENEURSHIP

According to Andrew, what is the difference between consuming and creating?
What's the ratio of time you spend consuming vs. creating on a weekly basis?

What is design thinking? What's the central focus when applying it to a project?
What would that look like in a problem you're facing right now?

Do you have "skin in the game"? How does having skin in the game change your approach? If not, what's a way you could put skin in the game?



Andrew and Anton's coaching business takes people through 5 steps when working with them. Describe each step below. What step are you at?

There are two mistakes most of us make when designing something new:

- 1. We design for ourselves instead of the people we work with / for**
- 2. We waste time perfecting instead of failing and iterating**

Agree or disagree?



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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