



ART OF COACHING PODCAST™ EPISODE 326:
WHAT A RAP BEEF CAN TEACH YOU ABOUT BUSINESS

What other public disputes similar to a rap beef have piqued your interest? It could be smaller in scale having occurred locally or in your professional field. What was the result? Did one side seem to “win” or benefit more than the other?

Have you every been in a situation like this? If not, evaluate a recent conflict. How did you respond? List 3 ways you could have been more strategic and used the situation to facilitate personal or professional growth.

Conduct a “dis” premortem. What could someone attack you for? How would you respond if any of these tactics were used against you?



What could you do to leverage the publicity from a conflict to turn it into an effective marketing campaign? What role does timing play?

How might you use this fight to rally your biggest fans or most loyal supporters? If you needed to refine your brand voice or niche down, what critical elements would you keep? What would you discard?

If you happen to fail, fall short, or lose in a battle like this, what steps can you take to make sure you don't stay down? How can you use this as an avenue of improvement for yourself, your product, and your strategy for the future?



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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