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**ART OF COACHING PODCAST™ EPISODE 374:**  
**HOW TO GET THROUGH TO INCREDIBLY STUBBORN PEOPLE**

Think back to a job posting you've recently written or applied to. How did it present compensation—and which of the three approaches mentioned in the episode did it most closely resemble?

Now that you've heard how compensation communicates value, would you rewrite that job post? If you're an applicant, what does the way compensation is communicated tell you about the company?

Money and loyalty often have a complicated relationship. How can you structure your pay or compensation package to encourage long-term commitment and continued performance?



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Of the creative compensation ideas discussed in the episode, which one could you realistically implement—both from a budget standpoint and as a way to reward performance?

Rewrite your original job posting with these insights in mind. What changes did you make, and how do those changes reflect your values or expectations?

If the candidate you wanted said yes to everything except the pay, what could you offer—bonuses, perks, long-term incentives—that would meet their needs without compromising your own? And if you're the applicant, what could you ask for to make the job a better fit?



## **Art of Coaching Podcast™**

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### **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™**

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