

Niche Marketing For Coaches A Practical Handbook For Building A Life Coaching Executive Coaching Or Business Coaching Practice

Anyone Can Coach Sean Mize 2012-03-01 Anyone Can Coach teaches a complete system of creating and selling a virtual coaching program and starting a complete coaching business. Anyone can coach using the simple system taught in this book, even if you are starting from scratch and have no coaching experience whatsoever. Here is a peak at the table of contents: Preface Acknowledgements You Can Coach Choose How You Will Help Others Design and Deliver Language to Use to Coach Clients Price When Clients Are Not Happy Determine the Words Prospects Use Sell Using Free Consults Sell Using Teleseminars Sell Using a Sales Letter Additional Revenue Streams Build Trust Through Email Attract Prospects Next:

Implement Afterword Index Each topic is thoroughly covered in a way that any beginner can quickly use the material, and any existing coach can use the information to get more prospects fast (through content marketing, article marketing, solo ads, and other coach-friendly traffic generation methods), simplify the delivery of the coaching (yes, it is possible to coach 100-1000 clients in a group environment, with a total coaching time investment of 3 hours per week), and exact directions for selling coaching through one-on-one consultations, including an exact script to use. In short, this book will take your coaching business to the next level. Anyone Can Coach -and so can YOU!!

The Art and Practice of Leadership Coaching Howard Morgan 2011-01-07 Leadership coaching has become vitally important to today's most successful businesses. The Art and Practice of Leadership Coaching is a landmark resource that presents a variety of perspectives and best practices from today's top executive coaches. It provides valuable guidance on exactly what the best coaches are now doing to get the most out of leaders, for now and into the future. Revealing core philosophies, critical capabilities, and the secrets of coaching success, this one-of-a-kind guide includes essays from fifty top coaches, including Ken Blanchard and Frances Hesselbein. Packed with cutting-edge ideas and proven best practices, this is the definitive source of information for anyone dealing with coaching.

Coaching for Performance John Whitmore 2010-11-26 This extensively revised and expanded new edition clearly explains the principles of coaching, with illustrations from business and sport.

The Successful Coach Terri Levine 2010-05-28 "The power of positive ACTION! The authors not only share their secrets to building a highly successful practice, but also provide readers with practical, everyday action steps to fill their practice, generate more referrals, and find more clients fast by taking positive actions." —Stephen Fairley, MA, RCC President & Business Coach, Today's Leadership Coaching, Inc coauthor of Getting Started in Personal and Executive Coaching "The Successful Coach is terrific-practical, friendly, and very helpful. Instead of fearfully wondering, 'Can I make it as a coach?' aspiring coaches can shift and confidently ask, 'What kind of difference do I want to make with people?' and 'What wonderful life will I have when I am a wildly successful coach?'" —Marilee Adams, PHD author of Change Your Questions, Change Your Life An easy-to-follow blueprint for developing a successful coaching practice If you are a coach, or want to become one, this book will help you resolve self-limiting beliefs and give you the know-how to build a successful practice. Everything you need to know to be a top coach is set forth in this book. The first half helps you overcome obstacles that hold you back so you can soar to the pinnacle of the profession. You will learn valuable concepts and techniques to improve your coaching skills, including conquering excuses that stand in your path, thinking like a top coach, and tapping into the power of self-motivation. The second half of the book gives you marketing strategies to gain clients and build your business. You will learn how to build a unique niche that fully leverages your own unique competencies and skills. Moreover, the authors help you identify and conquer fears and insecurities that may be preventing you from implementing the marketing and sales tactics that will make your business take off. The authors—two highly successful coaches and one bestselling marketing guru—draw on their own experiences to help you uncover and exploit the unique blend of skills and knowledge that you possess to be a top coach.

Practicing Positive Psychology Coaching Robert Biswas-Diener 2010-09-07 Discover proven strategies for applying positive psychology within your coaching practice Written by Robert Biswas-Diener, a respected researcher, psychologist, life and organizational coach, and expert in positive psychology, Practicing Positive Psychology Coaching presents a wide range of practical interventions and tools you can put to use right away in your coaching practice. Each intervention is clearly outlined and, where appropriate, illustrated by case studies from organizational and life coaching. Providing unique assessments that can be used to evaluate client resources and goals, this practical guide introduces tools unique to this book that every professional can use in their practice, including: Findings from new research on goal commitment strategies, motivation, growth-mindset theory, and goal revision A decision tree for working specifically with Snyder's Hope Theory in the coaching context An easy-to-use assessment of "positive diagnosis," which measures client strengths, values, positive orientation toward the future, and satisfaction Measures of self-esteem, optimism, happiness, personal strengths, motivation, and creativity Guidance for leading clients through organizational and common life transitions including layoffs, leadership changes, university graduation, middle age, and retirement Filled with reflective exercises for use in your own personal and professional development, Practicing Positive Psychology Coaching also includes guidance and recommendations for marketing a positive psychology coaching practice.

How to Incorporate Wellness Coaching into Your Therapeutic Practice Laurel Alexander 2011-08-15 Wellness coaching is an emerging and vibrant area of healthcare. It takes healing beyond the curing of symptoms and empowers clients to take their health back into their own hands. This book provides therapists with the knowledge and skills to rejuvenate their therapeutic practice by incorporating wellness coaching techniques into their range of services. Laurel Alexander redefines wellness as an integrated lifestyle and mindset process and shows that wellness coaching can be a profound and practical way to help clients make meaningful changes to their health and outlook. The book offers a wellness coaching toolbox, explaining key skills such as how to create an organic personal wellness plan, how to build client rapport and give constructive feedback, and how to apply different coaching models effectively. Practical steps and examples make it easy for any therapist or counsellor to pick up the reins of wellness coaching for themselves. Exciting new developments such as wellness diagnostic services, preventative healthcare, customised treatments and DIY healthcare are explored. With shrewd advice and useful insights, this book is an essential resource for complementary therapists and counsellors looking to update their existing practice and tap into the rapidly expanding wellness market.

101 Coaching Strategies and Techniques Gladeana McMahon 2010-03-01 101 Coaching Strategies and Techniques provides focused, practical strategies to help the coach with their work. Each point provides a detailed explanation of the strategy together with potential pitfalls and solutions. Contributors from a range of coaching backgrounds are brought together to cover a number of issues faced by professional coaches including: confidence building developing specific skills and strategies group coaching problem solving and creativity self awareness the stuck client. 101 Coaching Strategies and Techniques will be a handy reference tool for busy coaches; the bite-sized strategies will also provide a useful guide for those in training.

Getting Better at Private Practice Chris E. Stout 2012-10-04 Expert advice for building your private practice The "business" of practice as a mental health professional is a skill that is seldom taught in school and requires thoughtful guidance and professional mentorship from those who have already succeeded. Containing the collective wisdom and secrets of many expert practitioners, this helpful resource provides useful insights for setting up, managing, and marketing your practice, including timely advice on being a successful provider in the digital age—from Internet marketing to building your online presence. Designed for private practices of any size and at any stage of development, this practical guide looks at: Creating your dream niche practice Choosing the right technological tools and resources to simplify and streamline your job Leveraging the Internet to market your practice Developing a practice outside of managed care Transitioning to executive coaching Ethical and legal aspects of private practice Full of action-oriented ideas, tips, and techniques, Getting Better at Private Practice provides both early career and seasoned mental health professionals

with the knowledge and tools they need to establish, develop, and position their practice so that it is financially successful and life-enriching over the long term.

The Snowball System Mo Bunnell 2018-09-11 Mo Bunnell's comprehensive system will help you win more clients, build stronger relationships, and bring in more business. If you're good at doing something, and you need to connect with paying clients in order to keep doing it, this book is for you. There are more of us out there than you might think--from professionals like lawyers and consultants to big company account managers and freelancers of all stripes. And this book will teach you how to sell yourself without selling your soul. In The Snowball System, Mo Bunnell offers powerful and proven tools for business development. Whether you are gregarious or introverted, whether you are a part of a small startup or a massive multinational, Bunnell's science-based system is effective and efficient, and easily adapted into your day-to-day work. With The Snowball System, you will not only succeed at growing your business, you'll learn to enjoy doing the activities that drive that growth. You'll be happier, and so will your clients.

Dial a Guru Series - Get Out of Your Own Way! Dawn Campbell 2016-08-01 This dynamic personal, professional and business self-development co-authored book is for everyone who has ever experienced self-sabotage at home, or in the workplace. Starting with the popular Wheel of Life exercise, we learn how to identify self-sabotage and break through our resistance to change. Following which we work out what has to happen to awaken our true potential as we discover once and for all how to get out of our own way. The Dial A Guru series is enormously supportive because it encourages and empowers us to be authentic enough to achieve our ultimate goal of living a happier, healthier and wealthier lifestyle. Consequently, we kick off with creating confidence which undoubtedly improves communication skills at home and work alike. Next we're inspired to create our own version of the good life. Following which we are supported to conquer our fear of public speaking. Then we're guided towards a life that's healthy, fit and in flow. Afterwards, we're inspired to escape toxic relationships. Then we learn about the physical and mental healing powers of Reflexology which is followed by a stimulating approach to overcome resistance and break down barriers to change. Finally, explore how the 7 keys to vitality and longevity add years to your life and life to your years. So, there you have it: eight caring sharing authors writing about eight potentially life-changing subjects. However, we know reading isn't enough to make a change stick. Change has to be accompanied by doing; putting things into practice, one step at a time. So, invest in yourself and live the life you dream of by working your way through this valuable series with its accompanying workbook. By the time you've finished, you'll have cleared the way to making real progress in your life, by which time you'll also deserve a well-earned pat on the back. Good luck and here's to enjoying the road ahead one step at a time.

Becoming an Exceptional Executive Coach Michael Frisch 2011-07-05 Business management.

NLP Coaching Susie Linder-Pelz 2010-02-03 NLP (Neuro-Linguistic Programming) is believed by many to be a powerful set of tools for facilitating change and enhancing performance. Yet, despite the success stories and proliferation of courses, there is still much skepticism about the validity and effectiveness of NLP. In NLP Coaching Susie Linder-Pelz brings, for the first time, an evidence-based perspective to this coaching methodology. She explains how and where NLP coaching is used, examines its links to established principles and practices, and questions aspects of NLP where the empirical evidence is missing. She reviews recent developments in NLP-based coaching practice and proposes a specific research agenda that will move NLP coaching towards an evidence-based approach. NLP Coaching provides numerous case studies and real-life examples which show how NLP assists personal, professional, team, leadership and organizational development. The book includes contributions from leaders in the field: Andrew Bryant, Michelle Duval, Joseph O'Connor, Paul Tosey and Lisa Wake.

Life Coaching For Dummies Jeni Mumford 2009-09-11 Trusted advice on finding a coach and getting more out of life Life coaching is a popular, though unregulated, personal development tool. This no-nonsense guide debunks the myths behind life coaching and gives expert advice on incorporating it into daily life. Whether readers want to self-coach or work with a professional, this savvy resource provides essential tips on getting priorities straight, being more productive, and achieving goals. Jeni Mumford (London, UK) is a qualified personal life coach and an accredited NLP practitioner.

Dial a Guru Series - Get Out of Your Own Way Workbook Dawn Campbell 2016-10-21

Coaching Questions Tony Stoltzfus 2008 The single most important skill in coaching is asking powerful questions. In this volume, master coach trainer Tony Stoltzfus joins with 12 other professional coaches to present dozens of valuable asking tools, models and exercises, then illustrates these coaching strategies with over 1,000 examples of penetrating questions. Covering the gamut from basic techniques like options and actions to advanced concepts such as challenge and reframing, Coaching Questions is a book that will find a home on any coach's short list of handy references. Coaching Questions: A Coach's Guide to Powerful Asking Skills includes: 1. Dozens of asking tools, models, and strategies. 2. The top ten asking mistakes coaches make, and how to correct each one. 3. Nearly 1200 examples of powerful questions from real coaching situations. 4. Destiny discovery tools organized in a four-part life-purpose model. 5. Overviews of 15 popular coaching niches, with a tool and examples for each. 6. A schedule of training exercises to help you become a "Master of Asking".

The Coaching Manual ePub eBook Julie Starr 2013-10-18 Widely recognised as a leading practical handbook on coaching, The Coaching Manual combines an understanding of coaching principles, skills, attitudes and behaviours, along with practical guidance and a comprehensive tool kit for coaches. The Coaching Manual demystifies the full coaching process, from first step to final meeting. This is the complete guide to coaching and includes: models, perspectives, skills, case studies, tips and advice.

Becoming a Professional Life Coach: Lessons from the Institute of Life Coach Training Diane S. Menendez 2015-03-23 An updated version of the best-selling therapist-to-coach transition text. With his bestselling Therapist As Life Coach, Pat Williams introduced the therapeutic community to the career of life coach, and in Becoming a Professional Life Coach he and Diane Menendez covered all the basic principles and strategies for effective coaching. Now Williams, founder of the Institute for Life Coach Training (ILCT), and Menendez, former faculty at ILCT—both master certified coaches—bring back the book that has taught thousands of coaches over the past eight years with all-new information on coaching competencies, ethics, somatic coaching, wellness coaching, and how positive psychology and neuroscience are informing the profession today. Moving seamlessly from coaching fundamentals—listening skills, effective language, session preparation—to more advanced ideas such as helping clients to identify life purpose, recognize and combat obstacles, align values and actions, maintain a positive mind-set, and live with integrity, this new edition is one-stop-shopping for beginner and advanced coaches alike. Beginning with a brief history of the foundations of coaching and its future trajectory, Becoming a Professional Life Coach takes readers step-by-step through the coaching process, covering all the crucial ideas and techniques for being a successful life coach, including: • Listening to, versus listening for, versus listening with • Establishing a client's focus • Giving honest feedback and observation • Formulating first coaching conversations • Asking powerful, eliciting questions • Understanding human developmental issues • Reframing a client's perspective • Enacting change with clients • Helping clients to identify and fulfill core values, and much, much more. All the major skillsets for empowering and "stretching" clients are covered. By filling the pages with client exercises, worksheets, sample dialogues, and self-assessments, Williams and Menendez give readers a hands-on coaching manual to expertly guide their clients to purposeful, transformative lives. Today, with more and more therapists incorporating coaching into their practices, and the number of master certified coaches, many with niche expertise, growing every year, Becoming a Professional Life Coach fills a greater need than ever. By tackling the nuts and bolts of coaching, Williams and Menendez equip readers with the tools and techniques they need to make a difference in their clients' lives.

37 Ways to BOOST Your Coaching Practice Steve Chandler 2015-04-26 Look for ways to touch the soul. Remember what coaching's really about. It's about looking for ways to touch the soul, and having someone's life change. Coaching simply can't be sold like other things are sold. And that turns out to be good news. Once you begin practicing true connection, you become successful. In 37 Ways to BOOST Your Coaching Practice, Steve Chandler shows just what steps to take - and the 17 lies to avoid - to give your prospective clients a powerful experience of the work you do. Learn to fill your practice by moving beyond coaching-as-a-concept. Creating clients happens one coaching conversation at a time, one true connection at a time.

Guerrilla Marketing for Coaches Jay Conrad Levinson 2012-04-01 "Guerrilla Marketing for Coaches" provides the first practical guide on the market for coaches who want to fill their practice with desirable clients, and then build a firm that generates wealth. Readers of this book will know exactly what they need to do in order to be a successful coach and firm builder. The book provides best practices for all phases of building a successful firm, from choosing a target market and designing solutions to attracting clients and building a firm.

Taking the Leap Kasia Wezowski 2017-10-17 Organized into three sections: Finding Yourself and Your Purpose, Finding Your Clients, and Finding Success, *Taking the Leap* provides relevant and practical advice from twenty-four well-known coaches who have built sustainable coaching businesses while doing what they love—helping people. Success tips and strategies from global, coaching masters infused with their own personal accounts of how they got their start: MARSHALL GOLDSMITH on becoming a better businessperson JACK CANFIELD on continuous improvement KIERON SWEENEY on promoting yourself HEATHER RAMSEY on selecting a business model MARK THOMPSON on partnering with industry leaders and influencers KELVIN LIM on specialization JOHN DEMARTINI on putting your mission first PATRYK WEZOWSKI on scaling your business MARC STEINBERG on inner wisdom MIRNA BACUN on leveraging LinkedIn VISHEN LAKHIANI on building a visionary business

Unleashing Your Inner Leader Vickie Bevenour 2015-02-17 Leverage your brand of leadership for maximum results *Unleashing Your Inner Leader: Executive Coach Tells All* presents the premise that there is a powerful leader inside each of us. The focus is on real life exercises and case studies to help you discover, release, and leverage your inner leader: to reach heights in your career that you never thought possible. The book discusses the individual's impact on the organization and which professional behaviors most frequently demonstrate leadership competencies. Conduct a "forensic intervention" to find out what is going awry in your professional development, or what has gone wrong in the past, and craft a strategy to overcome obstacles, gain unmistakable clarity about yourself, and focus your abilities to match organizational needs. Great leaders start their assessments from the inside out, and their passion is so strong that it permeates their organizations and builds the culture, regardless of rank. They inspire their teams by sharing the spotlight and encouraging coworkers to excel, operating with clean authenticity to maximize results. *Unleashing Your Inner Leader* helps you recognize where you fall on the leadership spectrum, and provides practical advice for shaping your brand of leadership to capitalize on your authentic capability and potential. You'll find expert insight as an executive business coach guides you to: Evaluate your strengths, values, and personal impact to craft a vision for the world around you Discover what's holding you back from maximum effectiveness Tap into your undiscovered potential, and inspire your team to excellence Recognize what it will take to move you and your organization to the next level It is often very difficult for leaders to see their own greatness, unlock it, and use it in a practical way to get results. Be the spark that ignites your team, and steer your own development toward becoming an impactful leader with *Unleashing Your Inner Leader*.

The Introvert Entrepreneur Beth Buelow 2015-11-12 Bill Gates, Warren Buffett, Mark Zuckerberg and Jeff Bezos are often grouped together as some of the greatest entrepreneurs of our time, but they also have something else in common - they are all introverts. In *The Introvert Entrepreneur* professional coach Beth Buelow shows us how introverts can utilize their natural gifts (such as listening) and overcome their weaknesses (such as an aversion to networking) when it comes to starting a business, taking on the mistaken but prevailing assumption that entrepreneurial success belongs to the extroverts. What many people, including introverts themselves may not know, is that the strengths and traits of the typical introvert - curiosity, desire for depth over breadth, comfort with going solo, thoroughness and thoughtfulness and love of research - lend themselves well to entrepreneurship. This book shares the stories and lessons from introverts who have built successful businesses and created a way of life that honours their natural energy. Topics covered include fears, mind-set, failure and self-management, values, networking, marketing, sales, creating community, partnership and expansion. An introvert trying to be a fake extrovert is just that: a fake extrovert. *The Introvert Entrepreneur* takes a strengths-based approach to being a successful entrepreneur, while also helping you deal with the particular roadblocks you may encounter when building a business.

Coached to Lead Susan Battley 2006-03-24 *Coached to Lead* is the first consumer's guide to executive coaching. Drawing on her twenty years of experience and direct research with an elite international clientele, renowned CEO coach Susan Battley offers step-by-step advice for achieving the same extraordinary results that top leaders get from executive coaching. Filled with insider tips, engaging real-life cases, and handy checklists and sample documents, *Coached to Lead* will help anyone who considers working with a professional coach to make smart decisions that maximize valuable resources. Battley reveals all the insider secrets about coaching—how to determine your coaching readiness, how to choose the right coach, and how to use a winning five-step coaching model. She covers all the issues commonly raised as well as not-so-obvious situations and troubleshooting.

Starting and Running a Coaching Business Aryanne Oade 2009-01-09 Guides you through a comprehensive, practical and personalised process as you negotiate the pitfalls and reap the rewards of starting your own coaching business. This title helps to establish and develop your coaching practice by identifying how you will handle each of ten key aspects of your business

Get Clients Now! C. J. Hayden 1999 In a world where the average consumer is bombarded with more than 4,000 marketing messages each day, how can you make your voice heard above the din? How can you make your service stand out from the crowd? How can you reach the marketing-weary public and attract new clients? *Get Clients Now!* shows you how. This inspirational and motivational book features a 28-day marketing program that shows you how to locate, land, and keep new clients in greater numbers than you've ever dreamed possible.

Coaching Across Cultures Philippe Rosinski 2010-11-26 "Philippe Rosinski is a leader in the coaching field. *Coaching Across Cultures* reveals his pioneering multi-cultural approach and innovative global perspective. His book is a treasure for anyone eager to learn how to effectively facilitate human fulfillment and responsible growth." - Laura Berman Fortgang, Author of *Take Yourself to the Top* and *Living Your Best Life* As coaches and clients increasingly realize, the demands of business mean that it is now vital to integrate, understand and leverage cultural differences across countries and corporations. *Coaching Across Cultures* bridges the gap between coaching and interculturalism.

Niche Marketing for Coaches Hannah McNamara 2006-12-18 *Niche Marketing for Coaches* is the essential handbook for building a life coaching, executive coaching or business coaching practice. Based on years of first-hand, practical experience this book shows you how to transform yourself from being just another coach into someone who stands out to your clients as the natural and only choice. As you read through the pages, you'll discover how to: * Identify your own, personal niche * Use the marketing techniques which work best for coaches * Anticipate your prospective clients' wants and needs * Work with coaching tools and models when planning your marketing strategy * Set your coaching rates and put packages together * Win business from individuals, sole traders, and large organizations * Write press releases, brochures, websites, sales letters and much, much more

An Insider's Guide to Building a Successful Consulting Practice Bruce L. KATCHER Ph.D. 2010-03-15 Whether you're a beginner just starting up a consulting practice, or a veteran looking for ways to invigorate your existing business, *An Insider's Guide to Building a Successful Consulting Practice* is an invaluable resource. Featuring real stories from consultants in diverse industries, the book offers simple yet powerful ways to: Identify a market and narrow your focus • Make a smooth transition from employee to independent consultant • Sell effectively even if you've never sold before • Establish visibility through speaking, writing, and networking • Build credibility by leveraging the credibility of others • Set prices based on value • Develop a marketing strategy and divide your time between marketing and delivering your services • Keep plenty of work in your pipeline • Adapt and thrive in any market condition • And much more Complete with the results of an original survey of 200 successful independent consultants, this handy guide provides the kind of real-life advice you need to build a thriving business.

Ask a Manager Alison Green 2018-05-01 From the creator of the popular website *Ask a Manager* and New York's work-advice columnist comes a witty, practical guide to 200 difficult professional conversations—featuring all-new advice! There's a reason Alison Green has been called "the Dear Abby of the work world." Ten years as a workplace-advice columnist have taught her that people avoid awkward conversations in the office because they simply don't know what to say. Thankfully, Green does—and in this incredibly helpful book, she tackles the tough discussions you may need to have during your career. You'll learn what to say when • coworkers push their work on you—then take credit for it • you accidentally trash-talk

someone in an email then hit “reply all” • you’re being micromanaged—or not being managed at all • you catch a colleague in a lie • your boss seems unhappy with your work • your cubemate’s loud speakerphone is making you homicidal • you got drunk at the holiday party Praise for Ask a Manager “A must-read for anyone who works . . . [Alison Green’s] advice boils down to the idea that you should be professional (even when others are not) and that communicating in a straightforward manner with candor and kindness will get you far, no matter where you work.”—Booklist (starred review) “The author’s friendly, warm, no-nonsense writing is a pleasure to read, and her advice can be widely applied to relationships in all areas of readers’ lives. Ideal for anyone new to the job market or new to management, or anyone hoping to improve their work experience.”—Library Journal (starred review) “I am a huge fan of Alison Green’s Ask a Manager column. This book is even better. It teaches us how to deal with many of the most vexing big and little problems in our workplaces—and to do so with grace, confidence, and a sense of humor.”—Robert Sutton, Stanford professor and author of *The No Asshole Rule* and *The Asshole Survival Guide* “Ask a Manager is the ultimate playbook for navigating the traditional workforce in a diplomatic but firm way.”—Erin Lowry, author of *Broke Millennial: Stop Scraping By and Get Your Financial Life Together*

Coaching that Counts Dianna L. Anderson 2005 As the field of business coaching has expanded and evolved over the last decade, many different approaches to business coaching have been created. The authors of *Coaching that Counts* have written a practical, readable guide for developing, delivering and measuring high value business coaching. *Coaching that Counts*, combines insights and practical experience about how to achieve transformational change through the strategic application and evaluation of leadership coaching. The book provides expert guidance and is organized into three sections:- Part one looks at proven client-centered approach to coach leaders within an organization with a focus on creating value for the individual. Part two shows how to effectively manage coaching as a business initiative. Part three provides knowledge, ideas and tools to evaluate the monetary and intangible value of coaching. * Demonstrates how to build accountability into the coaching process * Breaks new ground by introducing a powerful process for designing, delivering, and measuring coaching * Presents the combined wisdom of top business coaches

The Business Coaching Handbook Curly Martin 2007-03-23 *The Business Coaching Handbook* reveals what business coaching IS, how to assess the shape of your business and what steps you need to put in place to grow a successful business. This book has been compiled for business entrepreneurs who have recently achieved the first goal of getting the enterprise up and running or, have been operating their own professional practice or business for a few years and now want to take it to the next level.

Executive Coaching with Backbone and Heart Mary Beth A. O'Neill 2011-01-06 Praise for *Executive Coaching with Backbone and Heart* "In this book, O'Neill brings form and structure to the art of executive coaching. Novices are provided a path while seasoned practitioners will find affirmation." —Daryl R. Conner, CEO and president, ODR-USA, Inc. "Mary Beth O'Neill's executive coaching gave me the tools and clarity to become a far more effective leader and change agent. The bottom line was that we succeeded with a monumental organizational turnaround that had seemed impossible to accomplish." —Eric Stevens, former CEO, Courage Center "O'Neill writes in a way that allows you to see this experienced coach in action. What a wonderful way to learn!" —Geoff Bellman, consultant and author, *The Consultant's Calling* "Mary Beth brings a keen business focus to coaching by not just contributing insights but through helping me and my team gain the insights that we need to solve our own problems. She has the ability to see through the sometimes chaotic dialogue and personalities in order to help a team focus on the real issues and dynamics that can impede organizations from achieving their goals." —John C. Nicol, general manager, MSN Media Network "Effective leaders require courage, compassion, and initiative. O'Neill's systems-based coaching serves as a guide for both coaches and executives to better enable good decisions and good decision-makers." —Paul D. Purcell, president, Beacon Development Group "With Mary Beth O'Neill's coaching, I've become the kind of leader who balances both the needs to get results and to develop great working relationships. Since I started working with her, I've won accolades as the Top Innovator for my company, and as Professional of the Year for my industry. More important, I've been able to scope my job in a way that allows me to learn and contribute at the same time, all the while delivering great results to the bottom line." —Lynnann Bradbury, vice president, Waggener Edstrom

The Coaching Questions Handbook Tim Hanson 2020-05-25 GET 150 POWERFUL LIFE COACHING QUESTIONS TODAY TO ADD TO YOUR COACHING SKILLS! The thing that separates good coaches from a great coaches, is the quality of questions they ask. This book is stacked with powerful, open-ended coaching questions for every type of coaching session. The Sections Include: Personal Growth Questions Relationship Questions Fun-Based Questions Health Questions Career Questions Money Questions Physical Location Questions Master Questions For Elaboration And More Coaching Questions! The author, Tim Hanson has been a certified life coach since 2004. Now, he is a trainer at the International Coaching Association, where he teaches thousands of students how to become better coaches. As the saying goes, "the quality of your life is determined by the quality of questions you ask. What Readers are Saying: "A book of powerhouse questions to ask a client which will focus his or her attention in areas which need important changes to be made. It's long been established that asking the right question is key to changing conditions, and the author has made the task that much easier with the lists presented on these pages. Also read this as a self help, self analysis manual as the questions still apply when you ask yourself for the answers."

Coaching 101 a Simplified Guide to Being a Great Coach in Business Nancy Dewar 2018-10-25 If you are a coach or want to learn how to coach your people in business this book is for you. With a simplified approach to understanding the basics of coaching it will walk new coaches through what to do and what not do to be successful coaching people. Coaching has become a bit of a buzz word but actually knowing how to coach to get results is a real skill that takes practice and knowledge to be successful. *Coaching 101* takes you from what coaching is to how to use questions as tools and answers practical things like your role as a coach and when and how to do it. By simplifying the process while still ensuring the credibility of the coaching profession is intact, this book will give you the tips and tricks to be successful coaching in any business environment. The premise of “Ask not Tell” is the basis for all coaching conversations and a 4 step coaching process helps the reader to understand how to approach these conversations. Creating a coaching culture and understanding what a powerful question is, as well as learning how to listen are all key skills for new coaches. This book outlines what these things are and how they can help you to become a great coach. If you want to wow your people, create higher engagement and foster better results, then this book is right for you.

Co-Active Coaching Henry Kimsey-House 2010-12-15 NEW 4TH EDITION now available! Refer to isbn: 9781473691124 THE BOOK THAT CHANGED THE COACHING FIELD FOREVER This current, third edition includes fresh coaching examples, the latest in coaching terminology and an expanded, web-based 'Coach's Toolkit'. Used as the definitive resource in dozens of professional development programs, *Co-Active Coaching* teaches the transformative communication process that allows individuals from all levels of an organization - from students to teachers, and direct reports to managers - to build strong, collaborative relationships.

Business Coaching & Mentoring For Dummies Marie Taylor 2017-07-03 Shape the leadership of tomorrow *Business Coaching & Mentoring For Dummies* provides business owners and managers with the insight they need to successfully develop the next generation of leaders. Packed with business-led strategies, key concepts, and effective techniques, this book equips you with the skills to transform both yourself and your team. Whether you're coaching colleagues, employees, or offering your skills as a service, these techniques will help you build a productive relationship that leads to business success. The companion website also features eight bonus videos that will further your mastery by showing you what great coaching looks like in action. Navigate tricky situations and emotional minefields with ease; develop vision, values, and a mission; create a long-term plan—everything you need is here, with expert guidance every step of the way. Understand how mentoring benefits both sides of the relationship Learn key coaching techniques that develop leadership potential Adopt new tools that facilitate coaching and mentoring interactions The modern workplace is a mix of generations, personalities, strengths, weaknesses, and quirks; great leadership can pull it all together toward a common goal, but who leads the leaders? Mentors and coaches fill this essential role, and this book shows you how to be one of the best.

10 Steps to Successful Coaching, 2nd Edition Sophie Oberstein 2020-04-14 Build Your Coaching Skills to Develop Others *Coaching* has the power to enhance individual, team, and organizational performance. Its interactive process helps individuals set and act upon goals, make better decisions, and produce results. *10 Steps to Successful Coaching* offers meaningful advice to help you embrace and elevate your existing coaching skills, drawing upon your strengths as a leader, colleague, or employee to bring out the strengths of others. This book is an entry point for anyone who

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Coaching in Organizations Madeleine Homan 2008-03-03 Learn the secret to success in your business coaching program. Coaching in organizations has grown substantially over the past ten years, with businesses spending millions of dollars on coaching programs in the United States alone. Without a universal understanding of what coaching is, however, executive coaches and consultants may become frustrated with what appears to be little or no tangible results from their corporation's investment. How can your company experience an "observable" return on investment through its coaching program? From The Ken Blanchard Companies, a leading global corporate training firm, comes a powerful guide designed to help executive coaches and managers implement programs that work for their organizations. With *Coaching in Organizations*, your business can: Learn how to establish a top-quality "coaching climate." Support learning, achieve strategic objectives, and build up leadership development. Look at internal and external coaching and the roles and competencies of each. Put the right elements to work to get the most from your coaching program. Develop a coaching program that creates sustainability and ensures a real return on your organization's invested training dollars. Written by two master certified business coaches and leaders in the business coaching field, *Coaching in Organizations* equips human resource and organizational development professionals, as well as javascript:sendForm();beginning to expert coaches, with the tools and methodologiesthey need to help clients become more effective leaders within their organizations.

Start Your Own Coaching Business Entrepreneur Press 2012-09-01 The \$100 billion coaching industry has exploded since the 1990s, as harried businesspeople turn to experts to help them make the right decisions and get motivated. And while there are many books on the market teaching the basics of starting a coaching business, this book covers three unique coaching arenas—motivation, life and business. Readers will learn how to master the two separate disciplines of a successful coaching business: the art of motivating clients and the science of running a successful business. They'll discover how to establish their expertise to find new clients—and how to retain those clients. Smart pricing strategies and creative coaching package ideas will increase entrepreneurs' revenue potential. Sales and publicity tips will further help entrepreneurs build their business as a motivational, life or business coach, and in-depth explanations of expansion ideas are included to allow readers to go as far as their dreams will take them.

Coaching for Leadership Marshall Goldsmith 2012-05-01 THE THIRD EDITION of the classic book *Coaching for Leadership* is written for today's coaches who are challenged with the task of combining concepts from various disciplines in order to help their clients, especially high-potential leaders, learn and succeed. In this sense, coaches have to become discriminating eclectics, developing a keen sense of judgment to select which ideas are best woven into their coaching method and which concepts are best to ignore. *Coaching for Leadership* is intended to be a cherished companion in that learning journey presented by the world's greatest coaches, including: Marshall Goldsmith, Paul Hersey, Beverly Kaye, Dave Ulrich, and many more. This comprehensive resource offers a wealth of material for established and novice coaches including proven coaching techniques, key principles, and important learning points. The book offers a concise overview of the foundations of coaching and reveals What it takes to coach for engagement and retention Why mentoring is circular How to build a team without wasting time What it means to be a purposeful leader How to write like a leader The right stuff of leadership What is needed to lead across national boundaries How to coach high potential women Why coaching is empowerment How to influence decision makers Why you should double your value The ten suggestions for successful peer coaching The coaching tools for the leadership journey How to coach executives for succession *Coaching for Leadership* is a proven resource that offers best practices, sample scenarios, case studies, and practical tools.

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