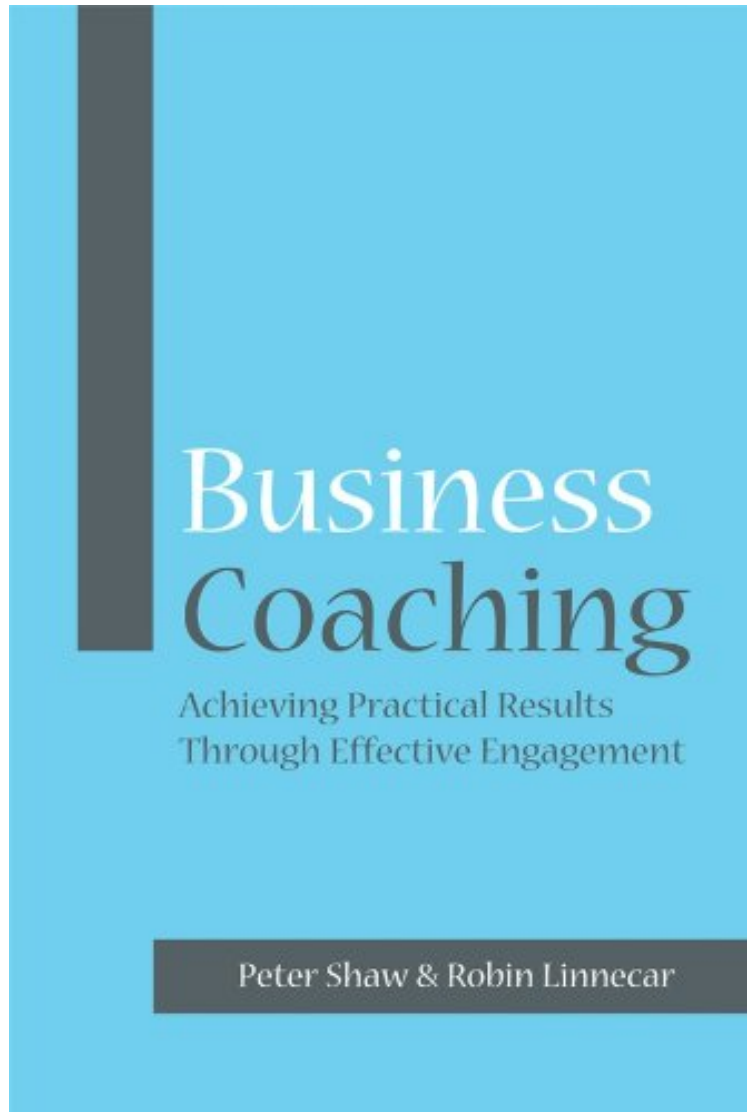


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# Business Coaching: Achieving Practical Results Through Effective Engagement

*Peter J. A. Shaw, Robin Linnecar*  
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**Peter J. A. Shaw, Robin Linnecar : Business Coaching: Achieving Practical Results Through Effective Engagement** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Business Coaching: Achieving Practical Results Through Effective Engagement:

2 of 2 people found the following review helpful. If you use SCORE's free business coaching services, then read this book so you can take full advantage of Sr Corps Retir'd Execs. By Jeff Lippincott I'm a SCORE volunteer counselor or business coach. I liked this book a lot. It is exceptionally well outlined. And the author's writing style was very good. It wasn't too short or too long. The title of this book lets the reader know clearly what this book is about: business

coaching. Its primary audience is business executives who are considering business coaching provided by freelancers to help improve the executive's worth to her company and the worth of her subordinates to their company. Business coaching can be provided in many formats and/or styles. And this book does a wonderful job dissecting the variety of coaching methods so the executive can consider her options in order to benefit from coaching in the most effective way. Coaching, if used in an organization well, can create significant change and impact on an organization and its leadership. This book does a wonderful job explaining how this is possible. It covers how coaches can help people focus, prioritize, add skills, and discontinue using other skills. If done right, then coaching will add value to the company. Usually a book author needs an editor and proofreader to clean up their manuscript so it reads well and sounds good. Executives in a company can benefit and do benefit from using business coaches much the same way as authors benefit from using editors and proofreaders. If you are a business executive, either the owner of a small company, or a CEO or similar executive in a large company, I think this book might open your eyes to the possibilities of business coaching for you and your company. This book will also benefit professional business coaches since it explains what they do, or can do, in their professional practice. It may open their eyes to some techniques or processes that they don't use already. It may help them change or improve their business plan. It might cause them to think in terms of expanding or contracting their marketing efforts. 5 stars!

The aim of this book is primarily to enable those wanting to invest in coaching to be able to do so in the most effective way whether they are doing this as an organisation or as an individual. It illustrates the impact coaching can have and identifies changes in leadership and management demands and expectations. We consider what a coachee gets out of coaching, different formats for coaching and its potential value at Board level, including for the Chief Executive Officer, and for other individuals or groups such as new recruits or those who have just been promoted. We look at the difference between coaching and mentoring and the potential benefits that both can have, especially in combination. We look at how coaching programmes can be introduced effectively and how a leader might introduce coaching in their organisation. We address the international dimension with many organisations looking to ensure that leadership is based on similar values throughout its global reach. This book is unashamedly about business coaching. Quality coaching engagement will impact into an individual's wider life priorities and use of time and energy. But the effective delivery of business priorities has to be at the basis of introducing business coaching. Chapter headings: Effective Engagement The Impact Coaching Can Have Coaching in Context: Changes in Leadership and Management Demands and Expectations What Makes a Good Coach What a Coachee Gets Out of Engaging with Coaching Different Formats for Coaching Coaching and the Chief Executive Different Focuses of Individual Coaching The Difference Between Coaching and Mentoring Meeting Business Priorities Introducing Coaching Programmes in a Whole Organisation Running Coaching in Your Organisation The International Dimension

"Lively and brimming with enthusiasm; brings together practical advice and experience from people who are at the heart of the industry" (People Management, Thursday 9th August) "Business Coaching is a real breath of fresh air; a practical and useful read for everyone in HR." (Human Resources, September 2007) "...a useful tool for HR teams looking to dispel similar misconceptions in their own organisations." (Strategic HR, January 2008) From the Back Cover The use of coaching in business is a hot topic. How do you and your organisation make the best use of it and ensure it delivers practical results? Coaching is about individuals growing their strengths and tackling demanding challenges successfully. Written for business leaders and HR professionals, *Business Coaching: Achieving Practical Results through Effective Engagement* gives you the essentials of business coaching and tells you how you can apply that knowledge back to you and your organisation. Every Leader who is considering using coaching as a business development tool will find this book a valuable guide. Coaching is not a soft option. It should be both challenging and stretching. The long term result will be a clear sense of purpose, clarity of aspiration and a set of pragmatic and focused next steps. The effective delivery of business priorities lies at the heart of all great coaching which results from effective engagement between the coach, the individual client and the sponsor. *Business Coaching: Achieving Practical Results through Effective Engagement* will enable you to invest in coaching in the most effective way. If coaching is already part of your business approach, this book will help you use it better. If coaching is new to you, use this book as your guide to determine how coaching can help deliver the outcomes you seek. About the Author Peter Shaw has worked in five Government Departments covering Education, Treasury, Employment, Transport and the Environment and held three Director General posts within Government. He is often working at the interface of the public and private sectors and assisting Chief Executives and Board members in taking on new roles and in major organisational change. Robin Linnecar has a wealth of experience from the private sector having worked in Arthur Andersen, Shell International, Deloitte, Haskins and Sells, Coopers and Lybrand and KPMG. Wide exposure to and understanding of business organisations, combined with over fifteen years of coaching experience, means that Robin brings a wealth of questions in exploring perspectives and options with his clients. Both authors continue to have non-executive and part-time roles in addition to their coaching work. Peter and Robin are partners with Praesta Partners, one of the global leaders in executive coaching, and the leading coaching organisation within the UK. Over

6000 leaders in some of the greatest organisations in the world, including Microsoft and Shell, have chosen to work with Praesta to help them raise their game in coaching.