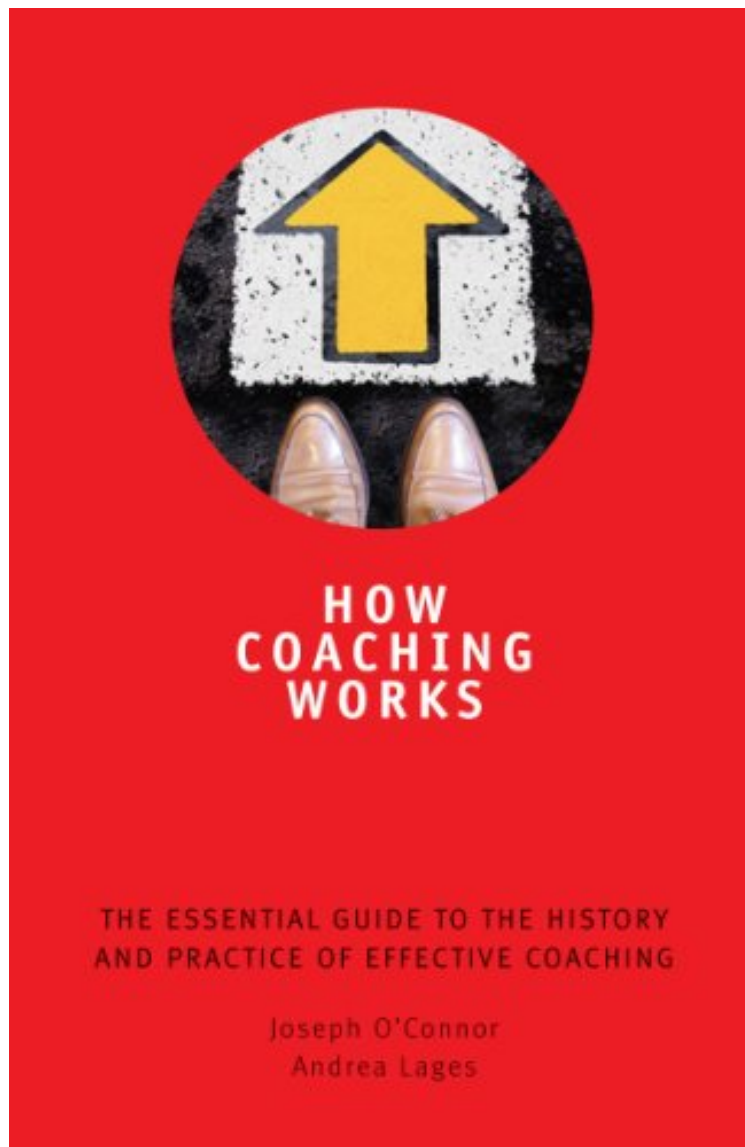


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How Coaching Works: The Essential Guide to the History and Practice of Effective Coaching

Joseph O'Connor, Andrea Lages
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Coaching is very big business. Over the last decade it has become one of the most popular approaches to personal and business development. Coaching books tend to focus on just one method, and just one of five main areas: Executive coaching (for senior business people); Business coaching (for companies to improve results); Life coaching (for people who want a better sense of fulfilment and wellbeing); Sports coaching (for individual athletes); Team coaching (for teams in sport or business). Pragmatic and informative, *How Coaching Works* is the first to explain the key concepts that underpin all of these different areas. It also explores how different ideas have blended to give rise to what we know as 'coaching' today, and singles out what works. The authors are two of the world's leading experts in this field. In *How Coaching Works* they have created a must-have book for practising coaches, students and anyone interested in the subject.

Of-the-moment: the popularity of coaching is increasing rapidly; it is big business. Wide-ranging: with so many competing coaching methods, there is a need for a book that doesn't advocate one approach, but rather examines the different coaching methods and singles out what works. Unique: the first book to discuss the background and origins of coaching. Multicultural: draws on the authors' experience of training coaches from 31 countries. Accessible: suitable for students as well as practising coaches. About the Author Joseph O'Connor and Andrea Lages are co-founders of the International Coaching Community, a community of over 1000 coaches from 31 countries. They are experienced coaches and have worked in life, business and executive coaching.