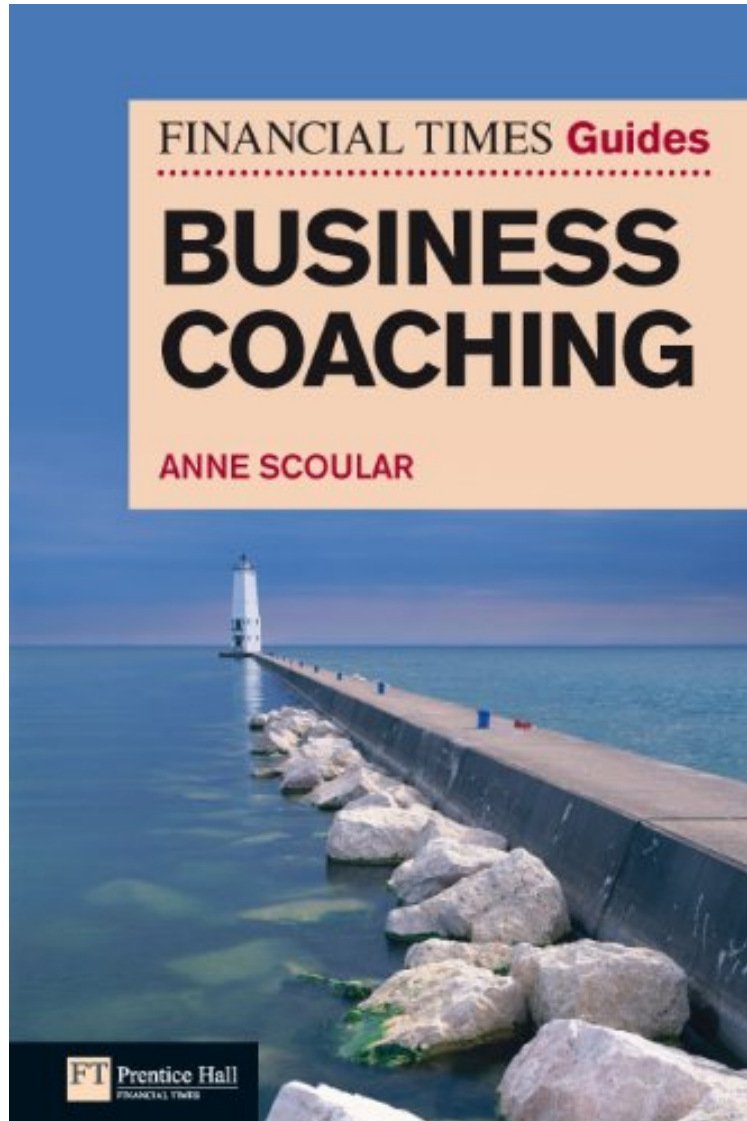


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## FT Guide to Business Coaching (The FT Guides)

Anne Scoular

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**Anne Scoular : FT Guide to Business Coaching (The FT Guides)** before purchasing it in order to gage whether or not it would be worth my time, and all praised FT Guide to Business Coaching (The FT Guides):

0 of 0 people found the following review helpful. Good overviewBy Robin NortonFor someone like me who knew nothing about this topic, it was very informative and concise.0 of 0 people found the following review helpful. Fine but...By Jorge Miguel ConceicaoActually I was expecting more! The book doesn't give too much add value to someone who wants to know more about coaching! It's only another book about the subject!1 of 1 people found the following review helpful. Readable, useful and practical.By peter aartsThe Financial Times Guide to Business Coaching (Financial Times Series)As a relatively new business coach I have been reading many books on coaching

and related subjects over the last 2 year. However Anne Scoular's book is quite different. This timely book offers the reader a complete overview of all aspects of coaching, not only the latest theory but also many models, practical ideas and tools, against a background of a recovering global economy from one of the largest financial crisis and the challenges it is posing on organisations and individuals. It is written in an enjoyable style with intellect and wit. You clearly feel that Anne Scoular is very passionate about coaching and the good it can bring to organisations, individuals and humankind in general. Of particular interest are the sections on basic coaching skills "The big Five" and later in the book the advanced coaching sections. It is remarkable that coaching can have such a significantly positive impact on individuals and on the bottom-line of organisations, yet the monetary reward Coaches can expect for this work is relatively modest. This book belongs on the bookshelf of everyone who would like to become a coach or would like to understand more about coaching and I can see it, being used over and over again as a reference also for established coaches to find ideas and / or to refresh knowledge. Peter F. Aarts, Executive Business Coach.

The FT Guide to Business Coaching shows you everything you need to know about becoming a business coach, from how to find out if you've got what it takes, through the basic tools and models that really work. This book gives you a step-by-step guide to the tools, the market knowledge and the crucial new techniques from psychology you need to become an exceptional business coach. Clear, compelling and comprehensive, covering classic and fresh material from both business and psychology, this is the first book to cover both the critical elements of world-class business coaching. This book takes you through a tried and trusted process developed specifically for senior business leaders. It will help you: Know when to coach and when to lead. Build powerful listening skills. Get to grips with the most useful and up-to-the minute coaching tools and psychological techniques. Calculate if and crucially, how - you can make a living as a business coach. Decide if, how and when to go for accreditation as a coach.

From the Back Cover 'A simply brilliant guide for anyone who wants to know how to do great business coaching.' Professor Carol Kauffman, Director of the Institute of Coaching, Harvard University; 'A comprehensive and commercial guide ... A must-have reference for any business coach.' Alastair Mitchell, COO (UK) Linklaters LLP; 'Read this book! It will grab you, and delight you, and enlighten you, and inspire you, and, yes, guide you wisely and well.' Nancy Kline, Time to Think The Financial Times Guide to Business Coaching is the definitive introduction to the art and craft of successful business coaching. At its best, business coaching delivers a product that works and is addictively powerful. So what do you need to do to be a world-class business coach? Anne Scoular guides you through everything you need to know, from finding out if you've got what it takes, through the basic tools and models that really work, to the more advanced techniques that will help you get to the top of the coaching world. Based on a tried and trusted process developed specifically for senior business leaders, and used by many of Europe's leading business coaches, CEOs, executive and consultants, this book will help you: Work out if you've got what it takes to be an effective business coach Develop a deeper understanding of what coaching is and what it does Build powerful listening skills Get to grips with the most useful and up-to-the minute coaching tools and techniques Decide where your personal boundaries lie Assess the most appropriate questions to use with each individual client Calculate if and crucially, how - you can make a living as a business coach Decide if, how and when to apply for accreditation as a coach About the Author Anne Scoular began her career as a diplomat, before becoming an international banker and then retraining as an organisational psychologist and business coach. She co-founded Meyler Campbell, which trains senior business people to coach. Anne has served on advisory and accreditation panels for many major global organisations in coaching and has taught workshops on the subject for the Sloan Programme, the most senior programme at London Business School.