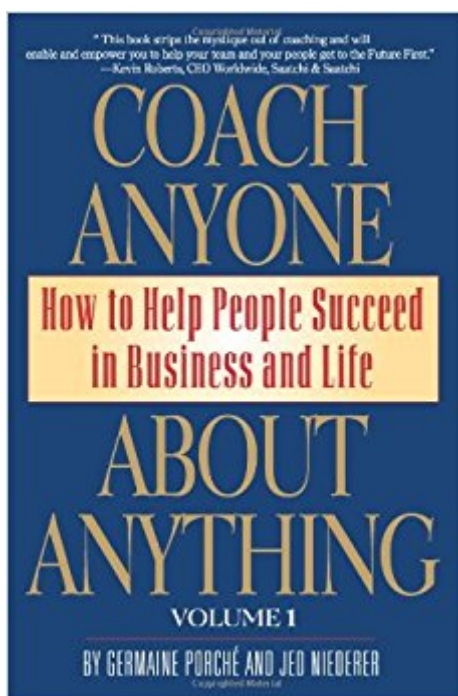


The book was found

# Coach Anyone About Anything: How To Help People Succeed In Business And Life



## Synopsis

Among 's Best 100 Business Books of 2003, this information-rich book contains 56 coaching tools & techniques to assist people in achieving their objectives. This easy-to-read guidebook shows readers how to motivate, manage and empower others to meet their business or personal goals. Whether you're a layman or a professional coach, this book will help you help others succeed. Essential reading for: CEOs making changes; managers motivating teams; Human Resources professionals; corporate trainers and coaches; entrepreneurs starting out; Consultants working with clients; parents of difficult teenagers; and anyone responsible for the success of others.

## Book Information

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## Customer Reviews

Germaine Porche, MSOD and Jed Niederer, CLU, have trained thousands of professional and first-time coaches in the U.S. and worldwide through CoachLab in Houston, Texas. They co-authored the acclaimed book, *Coach Anyone About Anything: How to Help People Succeed in Business and Life*, and the bestselling book series, *Coaching Soup for the Cartoon Soul*. Germaine holds a masters degree in Organizational Development from The American University in Washington, DC and the National Training Laboratories Institute. The American Business Women s Association (ABWA) named her one of the Top Ten Businesswomen in America for 2006. Jed holds a Bachelors degree in Communications from the University of Washington, Seattle, WA; and a CLU degree from The American College, Bryn Mawr, PA. He has led seminars and workshops for over 100,000 people in personal effectiveness, communication and leadership. At age 24, he was appointed the youngest-ever agency manager for Provident Mutual Life, with his agency winning the

President's Trophy just 2 years later.

If you are looking for a complete guide to materially help you improve your approach to coaching and your coaching business, this will definitely help. Far too many coaches struggle because they do not have a structured approach to coaching. This book provides a complete coaching architecture - the complete framework from defining coaching to providing valuable coaching contracts, coaching questions and coaching exercises. Chapter three - Coaching Roadmap - Your Road to Success is filled with some extremely valuable information which most coaches will find beneficial. The topics include: The seven critical steps of the Coaching Roadmap, The ten key points to include in every coaching contract, How to assist clients (they call them players) in setting appropriate objectives and how to help them win, an eight point checklist necessary to design objectives which gives clients the highest probability of achieving them, and five questions proven to help clients design pathways forward to achieve their goals. In chapter five the authors discuss our resistance to coaching. We all have it and failure to recognize and work around it will diminish your results. Chapter 7 focuses on how to listen effectively. There is a lot more information in this book. They really cover everything you need to know to be a highly effective coach and to build a profitable coaching business. I was not that impressed with their marketing approach in Chapter 16. There are some valuable lessons about crafting your "elevator speech" but a lot of the information in this chapter involves "push marketing" as opposed to "pull marketing" (push marketing involves pushing your product/service whereas pull marketing involves activities which attract or pull your ideal prospect to you). The book was written in 2001 and there have been a lot of advances in marketing since this book was written. There is now a second edition, so that may have a different approach to marketing. I have not read the second edition but I can assure you that you will get some extremely good value from this book. If you are struggling to bring structure to your coaching, this will solve your problem. There are lots of great exercises for you and for you to use with your clients. All in all an extremely valuable resource. You will want to keep it handy and refer to it often.

I have been considering pursuing a career as a "life coach" for some time now. In an effort to ensure that this is the correct path for me, I decided to purchase this book to enhance my knowledge of what coaching is all about - hoping that it would give me an "eagle-eye" view of what to expect, and the tools I may be using. After reading "Coach Anyone...", I can honestly say that I have obtained a much better idea of the role of the life coach. On top of this, it provided me with many different ideas, models & methods to consider using in my own practice, as well as ways to counter

the pitfalls that may occur. Ideas on how to build a coaching business is also included. Overall, I would highly recommend this book to both the novice and professional alike. Whether you've already started your coaching career, or are just wondering what coaching is all about, this book will provide invaluable insights to help you along the way.

The book gives perspectives of coaches and players that are crucial and easily overlooked. The authors provide questions and tools that help the coach be professional and successful. Money spent on this book is money well spent.

I really enjoyed reading this book. I will use it as a resource

The book is written for people who are getting paid for being a coach, thus very strict on setting time lines, goals. The principles about being a coach is helpful. For those who want to do non-professional coaching, the guidelines can be uncomfortable to adhere to. There are many community outreach projects that are not paid coaching. In general, the book is helpful for someone who has never coached before.

Awesome

I have read lots of books and articles about coaching, but no one like this. The way the content is presented forces you to learn, to keep reading and feel confident. After every chapter you can read an inspirational thought. The way the book has been constructed, to use a visible expression, shows author's interest of teaching in a simple fashion way. The graphs are very good and the content very well organized. Every coach should have this book.

This book addresses is how to facilitate transformation in those you are coaching. It starts from the understanding that context is key... (Your context fills in the meaning, obstacles and motivations that you perceive in a given situation.) Then it goes on to illustrate how one can literally generate a different context; one that empowers you and naturally leads to your taking appropriate action which is aligned with your goals and purposes. And of course, it teaches you how to facilitate this for others. This book will not only teach you how to be a great coach, but it will facilitate you in being someone who makes meaningful contributions to the lives of those you work with. How wonderful would it be for everyone around you to be breaking through barriers that stopped them and realizing

possibilities that inspire us all?OK... let me bring this back to black and white practicality. These are the intentions and outcomes this book promises (taken from the Introduction):\* Take the mystery out of coaching.\* Erase the notion or myth that coaching is difficult.\* Discover essential and proven coaching principles.\* Experience the magnificence of others (and yourself).\* Use coaching models and tools.\* Say, "I can do this! I can coach!"If this is something that you want, buy this book.

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