

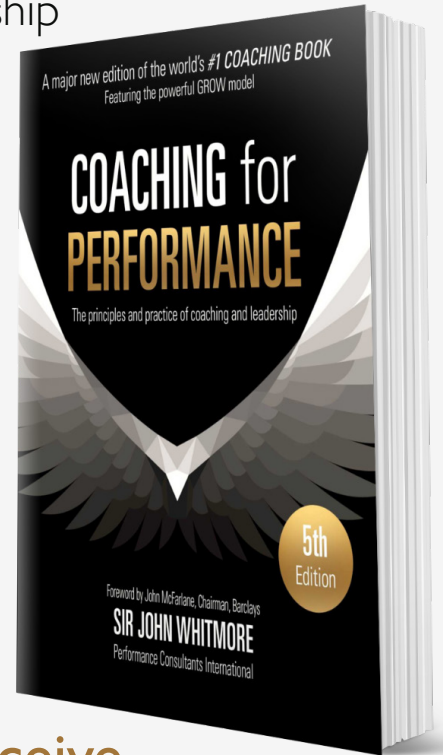
Coaching for Performance

The Principles and Practice of Coaching and Leadership

Sir John Whitmore

An international bestseller, featuring the influential GROW model, this book is the founding text of the coaching profession. It explains why enabling people to bring the best out of themselves is the key to driving productivity, growth, and engagement. A meaningful coaching culture has the potential to transform the relationship between organizations and employees and to put both on the path to long-term success.

Written by Sir John Whitmore, the pioneer of coaching, and Performance Consultants, the global market leaders in performance coaching, this extensively revised and extended edition will revolutionize the traditional approach to organizational culture. Brand new practical exercises, corporate examples, coaching dialogues, and a glossary, strengthen the learning process, whilst a critical new chapter demonstrates how to measure the benefits of coaching as a return on investment, ensuring this landmark new edition will remain at the forefront of professional coaching and leadership development.



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