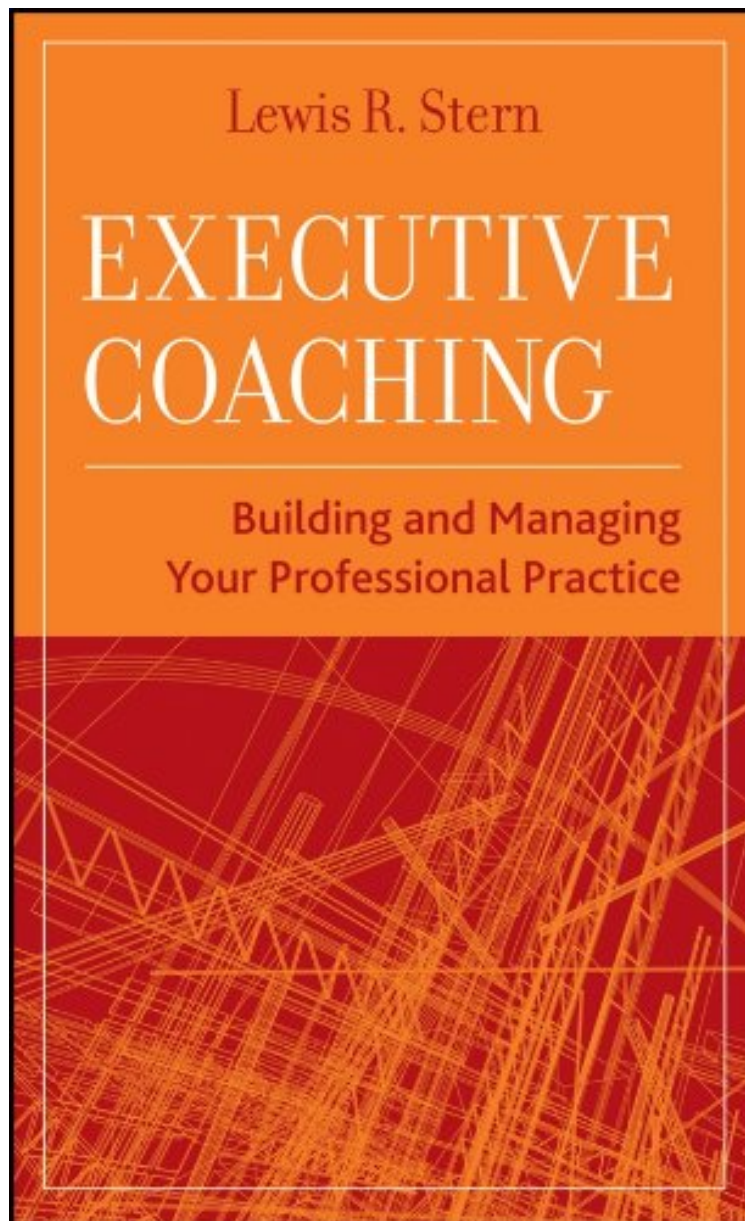


(Free) Executive Coaching: Building and Managing Your Professional Practice

# Executive Coaching: Building and Managing Your Professional Practice

*Lewis R. Stern*

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Understand all the aspects of becoming an executive coach, from acquiring training to marketing your practice, with *Executive Coaching: Building and Managing Your Professional Practice*. Hands-on information on topics like acquiring the right training and making the transition from other fields is written in an accessible manner by a successful and experienced coach. Whether you're a novice or an established coach looking to expand your practice, you will benefit from the step-by-step plan for setting up and operating a lucrative executive coaching practice.

"...provides an array of resources useful in the creation of an EC practice." (Journal of European Industrial Training, June 25th 2009)From the Back CoverA master coach's practical guide to building and managing a successful executive coaching practice Written by master coach and longtime coaching educator Lewis Stern, *Executive Coaching: Building and Managing Your Professional Practice* pulls back the curtain and reveals the secrets of becoming—and succeeding as—an executive coach. From finding clients, to acquiring the right training, to making the transition from other fields, this hands-on guide is necessary for anyone interested in exploring, building, expanding, or optimally managing a professional practice in executive coaching. Introducing practical approaches and resources to build and manage a lucrative coaching practice, this educational guide provides strategies and insights that will help you avoid common mistakes, while training you on the essentials for creating and running a thriving practice. Featuring a valuable Appendix filled with practical resources, *Executive Coaching* helps you: Develop a detailed plan for your professional executive coaching practice Create a value proposition as an executive coach to develop and market your practice Identify your strengths and opportunities for development as an executive coach Transition from other professional disciplines or coaching specialties including mental health, business management, organization development and management consulting, personal/life coaching, and internal human resources roles Understand the role of the human resources professional in executive coaching Assemble and manage the building blocks of your practice such as a coaching network, coaching toolbox, office infrastructure, coaching project management system, professional and peer supervision, research and publication, and community service Presented in an accessible manner with tips and tools that will appeal to the novice as well as the established coach, *Executive Coaching* will help you plan your professional development as an executive coach and grow a successful and professionally fulfilling practice.About the AuthorLewis R. Stern, PhD, has been an executive coach for three decades and is currently the Director of the Graduate Program in Executive Coaching at the Massachusetts School of Professional Psychology. He is also a cofounder of the Graduate School Alliance for Executive Coaching.