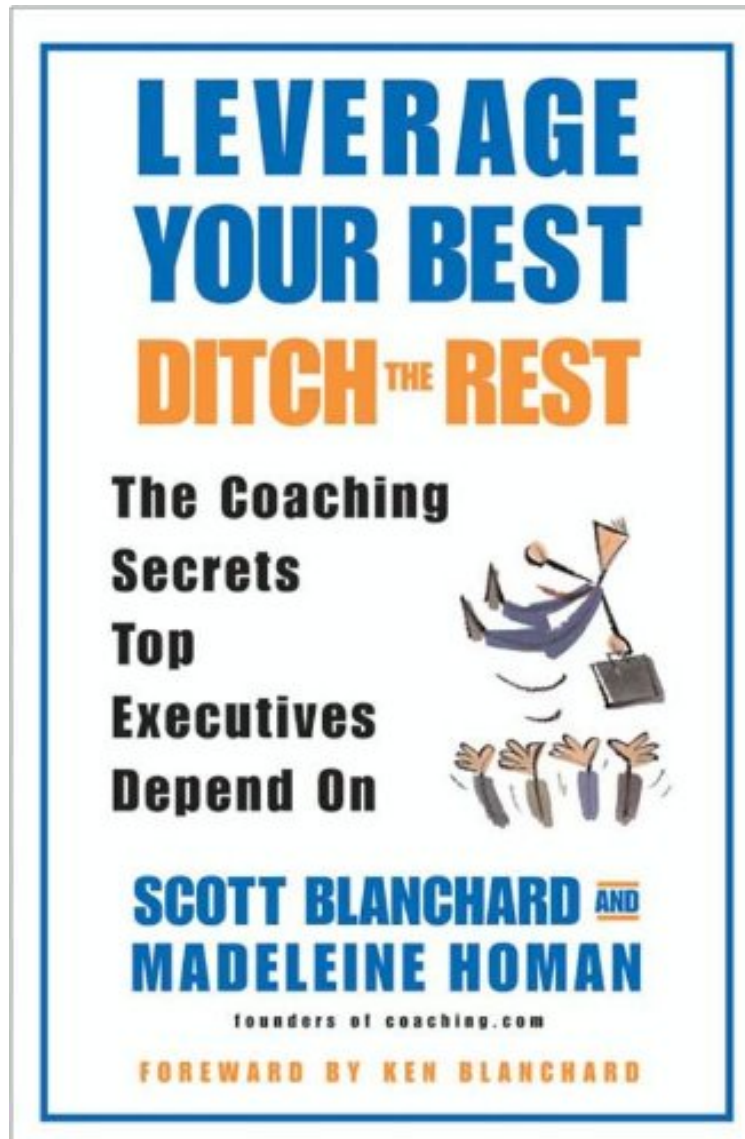


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Leverage Your Best, Ditch the Rest: The Coaching Secrets Top Executives Depend On

Scott Blanchard, Madeleine Homan
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leverage (lev'r ij) The power to act or influence. ditch (dich) Slang, to get rid of; discard. Finally, you hold in your hands a powerful tool that will show you how to take full advantage of -- Leverage! -- your strengths and most positive qualities, while at the same time discarding or getting around -- Ditch! -- whatever gets in your way. Scott Blanchard and Madeleine Homan, co-founders of Coaching.com, share their groundbreaking program, honed by fourteen years of high-level executive coaching and consulting. They offer new perspectives on how to spend your precious and limited resources, time, emotions, passions, and energy to generate the best results. The three-part process begins with a twenty-five-question self-assessment, then moves on to the Three Perspectives -- major life queries that focus on how you are perceived, your own self-image, and self-imposed limitations. The final step, the Seven Leverage Points, offers fresh insight into the choices you make and how you conduct yourself in business and in life. You will find immediately applicable tools to appraise and manage your work environment and personal gifts. You will be guided to make tiny but crucial shifts in getting needs met and drawing boundaries. Leverage Your Best, Ditch the Rest eliminates the stupid stuff that distracts you and gets in your way. It shows you how to capitalize on what you've got going for you and how to invest in yourself like a hot new stock. *****In addition, we have built a Web site, www.leverageyourbest.com, for those who have made a commitment to their own coaching journey. Coaching is a dynamic tool and you are a work in progress--technology makes it easy to track growth. Leverage Your Best readers can use the Web site, the first of its kind, to work through exercises in the book electronically, keep a personal record of progress, communicate with other readers in an online coaching experience, and give feedback to the authors. A collaborative effort, the Web's online coaching community defines the www.leverageyourbest.com site experience, adding new dimensions to professional development...all for the price of the of the book . Visit the world's only online coaching Web experience and see what has people everywhere jumping in their cubicles. Enjoy!

From Publishers Weekly The authors, founders of coaching.com, have created a plan that incorporates the strategies used by coaches when assisting their clients. Blanchard (son of renowned business consultant, Ken Blanchard) and Homan start by raising three key questions: How do you see yourself? How do others see you? How do you want to be seen? People must be able to answer these points to improve their daily work routines as well as to be happier in general. The authors walk readers through a series of exercises that offer a perspective on their office situation and in what specific areas they need guidance. In some cases, by learning how others see them, readers may be able to make easy "fixes" to a troubling professional problem, but others may find they need to change their careers. The authors clearly explain the steps readers need to take to make these changes. For example, readers are encouraged to understand their personal and professional needs, by identifying them, setting goals and looking toward friends or family who can help. Then they're asked to consider a specific incident that was unsettling and ask themselves what needs were not being met, what they might have done differently and whom they might have spoken to for advice at the time. This is an upbeat book, filled with practical advice, real life examples and numerous exercises. It is almost as good as having one-on-one sessions with an executive coach. Copyright copy; Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. About the Author Scott Blanchard is a founder of Coaching.com, a Web-enabled leadership development coaching service. He is currently executive director of Service Delivery for The Ken Blanchard Companies, an internationally recognized management and leadership training and consulting firm based in San Diego, California. Scott lives on top of Bernardo Mountain in beautiful Escondido, California. Madeleine Homan is the vice president of Blended Solutions at The Ken Blanchard Companies and a founder of Coaching.com. Her clients have included executives at PictureTel, Altel, Adobe, American Standard, and some of the top consulting and investment banking firms. She splits her time between Dobbs Ferry, New York, and Escondido, California. From AudioFile Two sharp executives offer a well-organized primer on leadership development. Based on content that can be found at www.Coaching.com, the program tells you how to assess yourself, understand how others perceive you, identify your basic needs, and uncover self-imposed limitations. The tone of the writing and narration is perfect for the material. Without hype or silliness, it explains the program and leaves the rest up to the listener. More than behavioral coaches, the authors promote insight into human nature and show how to look for support, clarify inner standards, and develop persistence. They offer un-expected concepts and tools for change that become obvious once you consider them. T.W. copy; AudioFile 2005, Portland, Maine-- Copyright copy; AudioFile, Portland, Maine