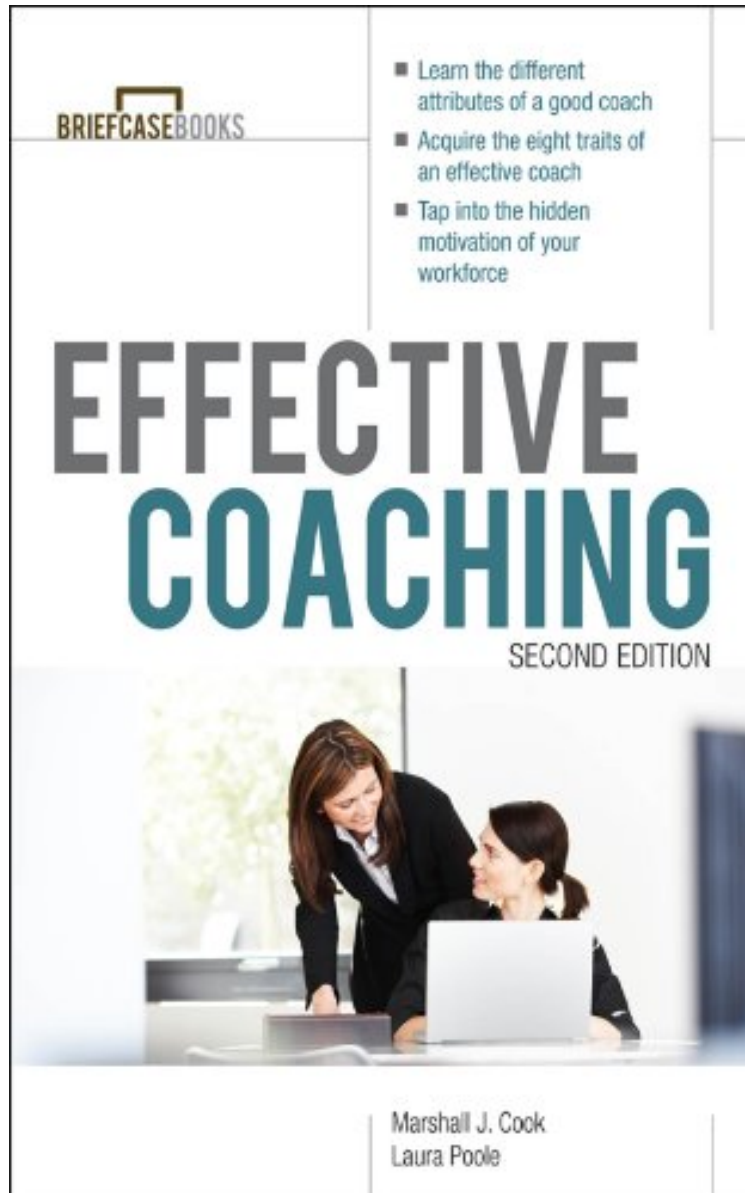


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## Manager's Guide to Effective Coaching, Second Edition (Briefcase Books)

Marshall Cook, Laura Poole

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Effective Coaching is written in a light, easy style that makes the pages fly by. Along our way through the book we are given practical advice and real-world examples of the power and techniques of coaching. The surprise: We can be coached to become good coaches. This is one of the few books that I have read that explicitly endorses membership in a Toastmasters International club. This is wise advice because Toastmasters is arguably the best professional development bargain on the planet. For less than \$60 per year members are coached in public-speaking and leadership skills. What a deal!  
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Boost productivity by making the switch from "boss" to COACH! Effective managers know their job is to help employees succeed, not to give them orders. They create relationships that build collaboration and meaningful performance improvement. These managers know that when they facilitate the success of their team members, they facilitate their own success. Effective Coaching teaches you practices you can use immediately to engender employee commitment and help employees gain the skills necessary to sustain and grow any type of organization. You'll learn: The attributes of a successful coach How to set up an effective coaching session How to use coaching to correct unproductive behavior How to use coaching to be a better trainer  
Briefcase Books, written specifically for today's busy manager, feature eye-catching icons, checklists, and sidebars to guide managers step-by-step through everyday workplace situations. Look for these innovative design features to help you navigate through each page: -Clear definitions of key terms and concepts -Tactics and strategies for coaching employees -Tricks of the trade for executing effective coaching techniques -Practical advice for minimizing the possibility of error -Warning signs for when things are about to go wrong -Examples of successful workplace coaching -Specific planning procedures, tactics, and hands-on techniques