



Essential Business Coaching (Essential Coaching Skills and Knowledge)

Gladeana McMahon

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Do coaches need to be psychologists, business people or both?

Essential Business Coaching offers a much-needed answer to the question of what makes a good business coach.

The authors draw on 60 years of combined experience to provide an in-depth review of best practice and theory. They provide a thorough examination of the changing nature of work, the need for new sources of competitive advantage and the benefits of investing in coaching. Useful ideas for further reading are found throughout, along with numerous examples of real business coaching situations. The inclusion of interviews with both corporate sponsors and individual clients provide a unique insight into what makes good coaching in practice.

The combination of solid theory and abundant examples make *Essential Business Coaching* an invaluable tool for all business coaches as well as counsellors, psychotherapists, human resource professionals and senior managers.

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