

**Title: Leader as Coach**

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Peter Drucker, the management guru, observed that the corporate environment today is ruled by the 3 C's: 'accelerating change, overwhelming complexity and tremendous competition'. The corporation that survives or wins know they have to hire and retain the best. That is not always easy. They have no choice but to turn to consultants and executive coaches who have the aura, skills and techniques to evoke excellence in their people.

Are you or do you aspire to become a member of this select group?

To be or to continue to be one, you must update your repertoire of tools, techniques and ideas constantly. Beyond that you must be willing to equip yourself with leading materials, from the leading minds in the field of executive development. The tools you take to the field must be practical, easy to understand, straightforward to implement and simple to adapt.

A leading material packaged in this light is the book titled: "*Leader as Coach (Strategies for Coaching and Developing Others)*"

The tips and practices in *Leader as Coach* will enable you to sharpen your coaching skills; help your clients become better organisations. And of course it will mean that you can attract and retain quality clients essential for your success.

You will gain information and insights that will enable you to foster growth in others, provide effective feedbacks, orchestrate learning opportunities, and groom high-potential performers. Within its pages you will find:

- Five high-impact strategies for effective coaching
- Useful insights on how to deal with resistance and motivate others
- Hundreds of tips and action steps to make you a better executive coach

What particularly makes it a must read for every executive coach is that it writes from the standpoint of the leader or manager. Whereas you do not have to understand the work of the manager to help him, you need however to understand the complexities within which he/she operates. *Leader as Coach* looks deeply into the intricacies of people management.

You will learn how to help the leader manage in the rapidly changing environment; or how they can find provide leadership in the midst of contending, even urgent responsibilities. What I really like about this book is that it distils coaching into five powerful and practical strategies, viz. how to forge a partnership; inspire commitment; grow skills; promote persistence and shape the environment.

Unlike many books in this field, *Leader as Coach* recognises that you are a busy Coach who has limited time for reading. So it does not tie you down to a long read before you get to the heart of the matter of what interest you. The format of the book make for easy reading, starting every chapter with a 'Jump-Start' section as well as listing 'Strategies' that you can adopt to deal with different coaching scenarios.

If ever there was any truth in the aphorism 'the taste of the pudding is in the eating', this is it! Grab a copy and treat yourself to some exotic ideas and vibrant information. Enjoy.

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