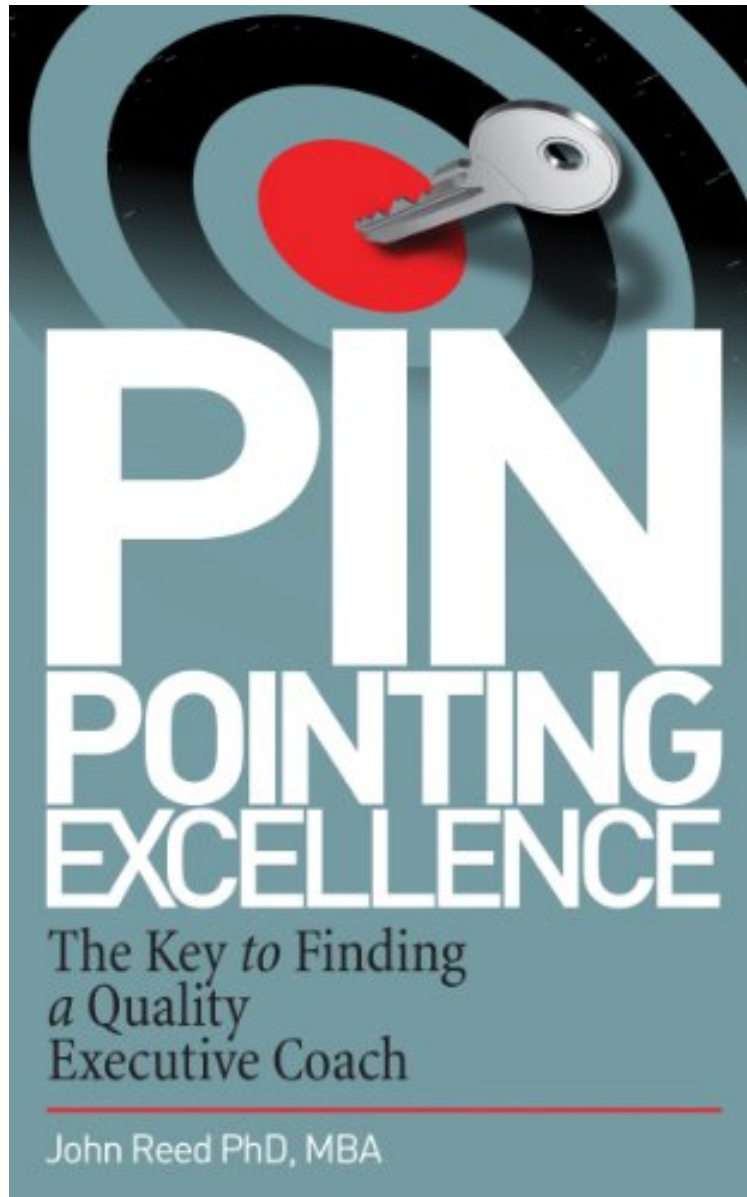


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Pinpointing Excellence: The Key to Finding a Quality Executive Coach

John Reed

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John Reed : Pinpointing Excellence: The Key to Finding a Quality Executive Coach before purchasing it in order to gage whether or not it would be worth my time, and all praised Pinpointing Excellence: The Key to Finding a Quality Executive Coach:

3 of 3 people found the following review helpful. Fantastic resource!By BoardLeader1Dr. Reed's book is an easy read

for busy professionals. Finally, we have a practical, executable guide for finding a quality coach. Pinpointing Excellence is valuable for anyone: senior executives or rising leaders who need to secure the right coach. He cuts through the clutter and provides tools for getting the best outcome. 2 of 2 people found the following review helpful.

INSIGHTFUL RANKING TOOL By Thomas B. West After reading this book, I'm clear about why it is imperative to evaluate and pick executive coaches based on relevant qualifications. I'm responsible for evaluating my physician colleagues' effectiveness. It's obvious now that, while colleagues offer themselves as 'executive coaches', their actual qualifications vary drastically. The TEC4 tool helps sift out coaches with specific levels of education, experience and skill and I now insist on depth in business, psychology, coaching and ethics. Looking back, I see how easily we fall prey to picking coaches based on personal chemistry or gut feelings. John cautions that this wastes precious time and money while usually failing to generate the best available coaching candidate. He offers practical examples and sample questions to help us assess coaches thoroughly. I now have specific, executable steps and tools for improving my organization. If that's your goal, I highly recommend this book. 2 of 2 people found the following review helpful.

Effective and Useful By Rakhee This is a wonderful and important read for leaders reaching a stage when mere management skills are no longer enough to build a business. Increasingly we turn to coaches to help us be more effective, fine tune our skills and understand our challenges. Only well-trained, confident and skilled coaches can successfully address an executive's limitations while energizing strengths. Most of us don't follow clear, structured guidelines to identify a coach. As a remedy, this book empowers us, the buyers, to make knowledgeable and consequential choices in searching for the 'right' coach. Dr. Reed's book is timely and relevant in a growing marketplace where leaders seek benefits of quality coaching but lack the judgement and know how to pick the best person for the job.

The multi-billion dollar executive coaching market has exploded, and it's hard to know which coaches have the expertise that's right for your business, and which ones are just nice or opportunistic people who have done a little time in the business world. Don't be fooled - detecting the difference between opportunistic or likeable people and truly talented coaches can mean a world of difference to your bottom line. Now, "Pinpointing Excellence" provides anyone thinking about employing an executive coach with an objective way to evaluate the candidates. Busy executives don't have time to take an extensive course on selecting a coach. They do however need a quick and reliable way to determine both the quality and fit of a prospective candidate. The practical data and straightforward tools included here ensure that consumers select only high-quality executive coaches and so generate better returns on their outlay of time, energy and money. Whether you're an executive looking for a top coach or a coach looking to fine tune your services, this little book brings the realities of today's executive coaching field into clear perspective.

From the Author Thank you for your gracious and gratifying responses to this book! I'm pleased and fortunate to see that the book is meeting your key goal of helping as you consider using executive coaching - specifically by protecting you from unqualified or marginally qualified people in the marketplace calling themselves an "executive coach" and by helping ensure that any coach you pick is of top quality and worth your investment of time and money. Your kind and insightful comments also confirm that the book helps when you need to discriminate among solid coaches to find the strongest and best qualified coach for your particular needs. Thanks also for your many requests for speaking engagements and for related business articles. Finally, congratulations - you are continuing to raise your expectations and to set discriminating standards by which to judge anyone and everyone billing themselves as an "executive coach".

From the Back Cover "John Reed's concepts are practical and thought provoking, and his recommended process is comprehensive, scalable and customizable, providing an appropriate blend of objective and subjective data points for selecting qualified coaches. Worth including in your toolkit." (Dorothy Ables, Chief Administrative Officer, Spectra Energy) "This is exactly what the coaching community needs: a focus on what the consumer must know to make informed decisions about selecting a coach.... Finding a great fit is the key to a maximally effective work relationship." (Dr. Steve Currall, Dean and Professor of Management, Graduate School of Management, University of California, Davis) "An insightful look at executive coaching. John Reed's analytical tool ensures that consumers rely on much more than 'gut feelings' in choosing coaches, leading to more productive coaching relationships and higher ROI." (Christa Tillman, KPMG) "Dr. Reed's executive coaching wisdom is second to none. There is no one better to lead the way in developing immensely needed evaluation tools for the field. Before you hire a coach, read this book!" (Dr. John Eliot, Author of 'Overachievement' and Consultant at Stanford University) "Businesses will benefit by finally having a clear standard in place to select practitioners of this crucial service, and having someone as qualified and capable as John Reed help set that standard is true Godsend for the industry." (David LeVrier, Chief Administrative Officer, Hines)

About the Author John Reed has worked over 25 years with corporate leaders, entrepreneurs and firms around the world in the energy, financial services, real estate, manufacturing, healthcare, technology, chemical, utility, food and spirits, retail and not-for-profit

sectors. He provides executive coaching, executive assessments for hiring and promotions, strategic analysis, organizational change guidance and talent management support. A Navy veteran, he holds an AB from Dartmouth College, an MBA from the Tuck School of Business at Dartmouth, an MS from Georgia State University and a PhD from the University of Georgia. Licensed by the American Psychological Association and certified by the International Coach Federation, he belongs to the Academy of Management, the Society of Psychologists in Management, the Society of Consulting Psychology and the Society for Industrial and Organizational Psychology. He teaches Organizational Behavior and Leadership to MBA students and is the author of many articles on leadership and executive development. John and his wife, Perry Ann, have four children and live in Houston.