

The Masterful Coaching Fieldbook

Part I: Developing a Coaching Mind-Set

1. **Every Manager a Coach, Every Person a Businessperson**
Building the Business Case
2. **Creating the Opening for Coaching**
A New Cultural Clearing
3. **Your Personal Coaching Contract**
Coaching in the New Economy
4. **Getting in Shape for Coaching**
Finding Practical Ways to Get Ready
5. **The Six-Cap Coaching System**
Coaching Conversations

Part II. The Method™ — A Five-Step Coaching Model

6. **Step 1. Develop Your Coaching Mission and a Teachable Point of View**
Sharing Ideas and Stories of What It Will Take to Succeed
7. **Step 2. Invest in Relationships**
Building Powerful Partnerships
8. **Step 3. Plan Stretch Goals Collaboratively**
Declaring Extraordinary Results Possible
9. **Step 4. Forward the Action**
Breaking Down What's Missing into Doable Projects and Actions
10. **Step 5. Provide Feedback and Learning**
Framing Feedback So That It Stretches, Corrects, and Builds Self-Esteem

Part III. Masterful Coaches on the Front Lines of Business: Matching Coaching to the Job

11. **Tony Jimenez**
Coaching Senior Management

12. J. Mays

Coaching Design and Innovation

13. Tom Sudman

E-Coaching Teams in a Virtual Age

14. Chris Higgins

Coaching Successful Projects

15. Hubert Saint-Onge

Dragon Slayer of Human Resource Myths

16. Jay Abraham

Marketing Genius and Money Maximizer

17. Art Wilson

Coaching Large, Complex, Team-Based Sales Across Boundaries