

Your Coach (In A Book)

Mastering the Trickiest Leadership, Business, And Career Challenges You Will Ever Face

By Robert Hargrove and Michel Renaud

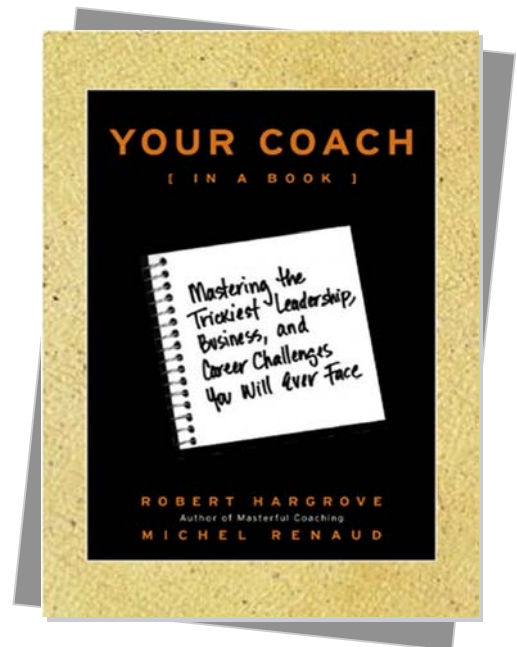
THIS BOOK IS FOR

Executives who want to become CEO, VP, etc. and transform their organization

Leaders at all levels who seek to master significant leadership and business challenges

Managers who want to make a difference, but who underestimate the importance of mastering the political chessboard

Anyone who is seeking that next promotion up the corporate ladder



Today three out of seven Fortune 500 executives have executive coaches, according to Businessweek Magazine. More and more business leaders are realizing that top quality coaching can be the fastest route to the CEO's office, or give them the power and velocity they need to reach leadership and business goals. Yet engaging a professional coach represents a significant time investment and costs in the high six figures.

Your Coach In a Book (JosseyBass, June 2004), the latest by master-level coaches Robert Hargrove and Michel Renaud (who were seen by a Linkage poll of 100,000 as being “the best in the business”), does a smashing job of “democratizing coaching.” Says Robert Hargrove, “The book is designed to help readers master the trickiest career, leadership and business challenges that they will ever face.”

Based on thousands of hours of coaching conversations with America's top executives, the book provides golden nuggets of wisdom, as well as concrete actions to take if, for example, your career is stuck in neutral, you are struggling as a leader to master the political chess board of your organization in order to make the difference you want to make, or you are in a quandary regarding how to get your business out of the *no growth morass*.

The authors, who wrote the groundbreaking *Masterful Coaching* in 1995, asked thousands of decision-makers about the most bothersome issues and problems they faced. They then came up with 23 situations that represented the most common conundrums managers face today.

The book has three sections—*Your Career Challenge*, *Your Leadership Challenge*, and *Your Business Challenge*. Each chapter within the sections provides: 1) a situation, 2) a “teachable point of view” that reframes people's thinking, and 3) a template for action that can be implemented today.

Readers will find here golden nuggets of wisdom that will inspire, empower, and enable them in reaching inspiring goals, solving complex problems, and dealing with frustrations of the highest order.

Five Reasons why *Your Coach (In A Book)* is a must read for leaders and managers today.

1. Find the greatest deal in corporate America—a \$100,000 worth of coaching advice for just \$25.95.

A year's contract with a masterful coach can result in fees in the six figures. Here you will find yourself reading about people and "situations" that match yours almost exactly and gain the insights you need to master them at pennies on the dollar. Anyone of these tips might be worth the price of admission. Find out how to: a) Get 1 to 2 promotions in 12 to 18 months. b) Shift from deal maker to a leader, c) Deal with a difficult boss, d) Become a strategic genius—getting different vs. getting better, e). Get capital budgets approved, f) Avoid ten big career derailers, and g) beat burn out.

2. Climb the corporate ladder 3 to 5 times faster. Let's assume for a moment that the first ten years of your career you rocketed up the corporate ladder with promotions to write home about. Yet now your ascent to the top seems to have slowed down for reasons you don't understand. The authors, who have a sterling record of helping clients get big fat promotions, have some powerful recommendations for you. Some of the secrets are in the chapter entitled: "Do you have a burning ambition?"

3. Break out of the "no growth" morass, achieve operational excellence. Today every organization has been merged, restructured, delayed, and indoctrinated with programs like Six Sigma Quality. According to the authors, a great deal of the obsession with squeezing dollars out of efficiency drives has to do with the fact that many business leaders are in a classical conundrum when it comes to achieving top line growth. The authors provide proven solutions to breaking out of the "no growth" morass that can be applied to almost any business. Says Hargrove, "You have to both learn to hit home runs by coming up with game-changer ideas, and at the same time, learn to hit singles and doubles by making your (new) existing customers successful."

4. Master the political chessboard for people who hate corporate politics. There are three types of leaders: 1) Power seekers and wielders who are good at corporate politics, but who are often so focused on "looking good" that they make no difference, 2) Difference-makers who have the naïve belief that the corporate politics is beneath them, 3) Master politicians who both get to power and who also have impact. The authors teach you the lessons you need to learn to wind up in this third category. Says Michel Renaud, "People need to realize power comes not from your goals or plan, but from how connected you are."

5. Coaching provides you what a Harvard MBA can't in developing the next generation of leaders.

Professor Harry Mintzberg of McGill University in Montreal, who did an exhaustive study on B School grads says, "MBA courses don't connect various disciplines like finance and marketing. Also traditional Harvard case studies are often too lofty and abstract for young high potentials." The authors show how coaching high flyers in the context of reaching a real business breakthrough goal, "making things and selling things," results in dramatically accelerated leadership development. *Your Coach (In a Book)* tells you what you need to know.

To contact Robert or Michel for a talking engagement or for more information about our services, contact us at Masterful Coaching 617-739-3300 or view us on the web at www.MasterfulCoaching.com