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Sustainable Coaching: A Primer for Executives and Coaches

Peter FitzGerald, Simon Moss and James C Sarros

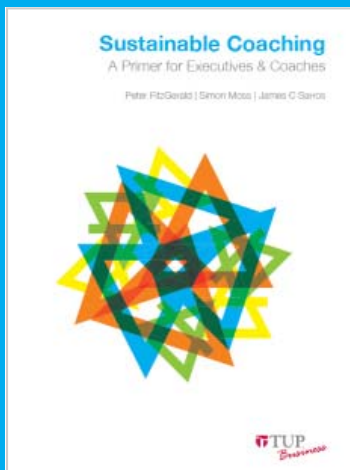
Synopsis

Executive coaching has become an extremely popular tool in the realm of executive development. Consequently, this market is now awash with people who offer coaching services. The skills and abilities of coaches range from the experts, with many years of executive leadership and coaching experience, to the novices who have recently joined the industry. The performance of coaches in the market is also variable: some of these practitioners significantly enhance the business performance and personal capability of their clients; other coaches fail to advance, and might even stifle, progress.

In this environment, so many questions remain unresolved. Are coaches useful during times of economic uncertainty? What are the potential benefits and complications of coaches? How can these coaches ensure that any improvements are sustainable? How can organisations select suitable coaches and assess the utility of these services? What are the factors that determine whether coaches will be effective—experience in senior management, qualifications from universities, or access to the latest scientific advances? And, who should become a coach?

Sustainable Coaching: A Primer for Executives and Coaches explores these questions, demystifies the industry, and introduces a powerful framework, derived from scientific advances in psychology as well as extensive experience in the coaching domain, called 'sustainable coaching'.

This book is suited to both experienced and prospective coaches as well as individuals who might need to seek a coach—either for their organisation or for themselves. Indeed, this book is applicable to anyone who would like to be informed of the latest advances in coaching techniques.



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'Coming Soon' in this series

Coming in 2010, *The Alchemy of Sustainable Coaching*—the sequel to *Sustainable Coaching: A Primer for Executives and Coaches*—looks in greater depth at particular tools, techniques and skills that can be employed to improve the effectiveness of executive coaching.



Flexible content ~ Right price

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About the authors

Peter FitzGerald's extensive leadership experience in large and complex organisations is complemented by his specialist knowledge in marketing and sales strategy development and delivery, and success in implementing culture change programs for a number of peak businesses.

Peter offers a wealth of specialist expertise in the following areas:

- dynamic executive coaching and leadership;
- sales and marketing development; and
- cultural change.

He holds a Bachelor of Business degree majoring in Marketing, an Applied Science Diploma in computing, and is a Fellow of the Williamson Community Leadership Program. He is a member of the Monash University Management Department Advisory Board, and a member of the Academic Board of the Australian Institute of Management (Victorian Branch).

Peter is a Director of Executive Empowerment, an executive coaching consultancy with offices in Melbourne.

Simon Moss is Senior Lecturer in the Department of Psychology at Monash University. He received his PhD from Monash University. Simon's primary research interest relates to the factors that promote honest, ethical, cooperative, and dedicated behaviour in the workplace. Specifically, he is interested in the misconceptions of individuals that compromise well being and performance. He has published a broad range of articles in the fields of attention, learning, marketing, strategy, quality management, work-family balance, and personality. Simon also consults widely to industry in the fields of workplace assessment, operational planning, organisational psychology, and behaviour.

James C Sarros is Professor of Management at Monash University. He received his PhD from the University of Alberta. James is a Fellow of the Australian Institute of Management, and is the Chair of the AIM Academic Board. James' current research interests include organisational leadership, culture, values and character. He has published over 100 articles and five texts in the area, and conducts corporate workshops on leadership character.

James is currently working on a number of ARC grants and industry-funded studies examining the effectiveness of executive coaching in Australia. He is also involved in a study examining the leadership, psychological capital, firm performance and innovation of senior managers and their direct reports in Australia.

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