



Performance Coaching: A Complete Guide to Best Practice Coaching and Training

By Carol Wilson

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Effective performance coaching helps individuals and organizations achieve their maximum potential, tackle challenges, and reach specific goals. It leads to personal and professional development and helps create a work-life balance.

Written as an introduction for those thinking of becoming or hiring a coach – personal or corporate – and a reference guide for experienced coaches, *Performance Coaching* offers a guide to the fundamentals of coaching by illustrating how to develop a best practice approach.

Using practical tools throughout the text and international case studies to demonstrate the various cultural challenges, *Performance Coaching* is a complete resource for developing coaching in any organization.

The new edition is completely updated to offer a greater focus on building a coaching culture in organizations and on the challenges that leaders face in understanding and developing a coaching approach.

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Editorial Review

Review

"An invaluable point of reference for anyone seeking a clearer understanding of coaching and its associated benefits." (Magazine *Coaching at Work*)

Praise for the previous edition:

"The best coaching starter kit I have come across to date."

(Sir John Whitmore *Executive Chairman of Performance Consultants International*)

"A practical, accurate and thorough guide for anyone involved in coaching."

(Katherine Tulpa *Chair and Co-founder, Association for Coaching*)

About the Author

International speaker, writer and broadcaster, **Carol Wilson** worked for Richard Branson during the early years of Virgin and founded Virgin Music Publishers. She is now Managing Director of Performance Coach Training in the UK, sits on the Global Advisory Panel to the Association for Coaching and is on the Executive committee of Performance Consultants International. Wilson designs and, through her team of international trainers, delivers, coaching and leadership programs all over the world.

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