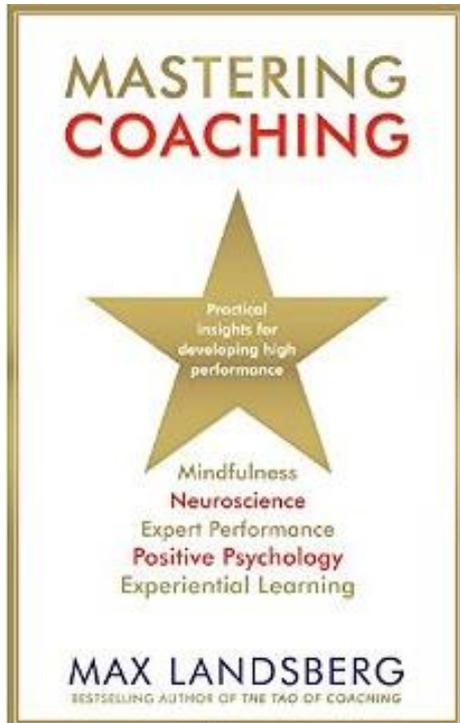


Mastering Coaching

by Max Landsberg



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“an entirely new approach to coaching ... Landsberg has identified the most important coaching tools available!”

Marshall Goldsmith, #1 NYT bestselling author

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at sports coach UK**

“delves into the eclectic knowledge that underpins a coach’s journey towards mastery.”

**Professor David Clutterbuck, Co-founder, European
Mentoring & Coaching Council**

“Thought-provoking survey of the field – some new ideas for me and, I suspect, for many”

Douglas Gurr, President of Amazon, China

“an invaluable guide to keep leaders current and effective in our roles.”

Alistair Cox, Chief Executive, Hays plc

Endorsements

A coach for the coaches! Max Landsberg has created an entirely new approach to coaching – you’ll be more effective than ever, and your clients will thank you for it. *Mastering Coaching* demonstrates how coaches can up their own game by customizing their style to the needs of their clients. Landsberg has identified the most important coaching tools available!

- **Marshall Goldsmith, author of the NYT#1 bestselling *Triggers* and global bestsellers *MOJO* and *What Got You Here Won’t Get You There*.**

Thought provoking survey of the field – some new ideas for me and, I suspect, for many.

- **Douglas Gurr, President, Amazon China**

I would highly recommend this book. *Mastering Coaching* takes complex subject matter and turns it into useable content for coaches working at all levels, incorporating theory and practice and full of great nuggets of actionable content. A must-read for any coach committed to their craft and serious about their personal development. If you are prepared to read this book and study it hard you will be rewarded by becoming a better coach; after

reading it, I feel inspired. It has reminded me that the motivated and skilled coach can make a positive impact on not just their client, but on the whole of society. Great coaches can make great people.

- **Andy Grant, Senior Coach Education Advisor at sports coach UK**

A magnificent summary of the present state of coaching. The reader will find excellent summaries of most of the main trends in contemporary coaching, with helpful guidance and suggestions as to how to use each approach in practice. It provides an ideal 'what next' for people who have completed a coach training and want to continue their development.

- **Jon Stokes, Leadership Consultant and Coach, Stokes & Jolly Ltd; Associate Fellow, Saïd Business School, Oxford University.**

Effective coaching is at the heart of strong leadership practice and in *Mastering Coaching* Max Landsberg brings together the best of insights from neuroscience, sociology, expert performance, business and his own extensive experience as a coach, enabling his readers to broaden their coaching "toolkit" and to develop themselves and their teams as effective coaches. The strong balance of academic insight, succinct explanation and practical application means that the book provides something for every coach, regardless of where they are on their personal journey.

- **Caroline Curtis, Head of Executive Talent, Succession and Development at Santander**

Want to top up your coaching skills? This book is what you need, full of insights, authoritative comment and practical understanding. Max Landsberg is a master of coaching.

- **Andrew Campbell, Co-founder and Director, Ashridge Strategic Management Centre**

Truly masterful coaches combine a systemic perspective with depth of reflection on a wide body of relevant knowledge. In *Mastering Coaching*, Max Landsberg delves into the eclectic knowledge that underpins a coach's journey towards mastery.

- **Professor David Clutterbuck, Co-founder, European Mentoring & Coaching Council**

Winning an Olympic medal at 40 required me to 'unlearn' a few things before I could relearn to be part of a new and hugely successful TeamGB. As coaches we also need to be prepared to challenge our habits and look differently at our practise. This book helped me to rethink the way I approach coaching relationships. It provides new ways to tackle old problems and encourages us to think, act and perform more effectively.

- **Greg Searle, Olympian**

He's done it again - Max Landsberg has written an eclectic, practical guide to help newcomer and experienced practitioner alike master coaching.

- **Declan Woods, Global Head of Standards and Accreditation, Association for Coaching; CEO, ZPD Consulting**

Max cuts mercilessly through the guff, to distil the best of the insights, tools and science we need to be world class coaches, leaders and friends, right now.

- **Anne Scoular, Founder, Meyler Campbell**

This is a genuinely good book, elegantly exemplifying its own messages: Max Landsberg doesn't tell us what to do, but illuminates the reasons for doing what we already know we should. The topics for each chapter are foundational in their importance, and written in a way that invites the reader to connect and contribute thoughts of their own. This is the mark of an author who has really mastered the practice as well as the theory.

- Jonathan Gosling, Professor of Leadership, University of Exeter

Coaching may be the most critical leadership skill to multiply capacity in your organization. *Mastering Coaching* gives you the practical and transformational tools needed to accelerate individual, team and organizational potential. Get this book and master coaching!

- Kevin Cashman, Senior Partner, CEO & Executive Development, Korn Ferry; bestselling author of *Leadership from the Inside Out* and *The Pause Principle*

Mastering Coaching offers a set of unique insights into the role of the Coach and the knowledge required to coach effectively. By drawing on a wide range of references and sources, Max Landsberg successfully describes many of the key ingredients required for a thorough understanding of how coaching works, and the part that it plays in improving human performance.

- Martin Burgess, EVP of Human Resources & Communications, Cobham plc

Being an effective leader of a business requires us to spend many hours each day coaching. We may not realise that is what we are doing when we are interacting with our teams, and it certainly is not described in our diaries as "Coaching Session". But coaching it is, whether it's working with our teams to deliver a world-class solution to an issue, or self-coaching as we seek to make our own individual performance ever stronger. The problem however is two-fold: keeping up with the continual advances in coaching techniques that draw from such a wide cross-section of disciplines and tailoring our own approaches so that they are best suited to addressing the multitude of requirements inherent in today's workforce. This book provides a great service in helping the leader manage these twin challenges, acting as an invaluable guide to keep us current and effective in our roles.

- Alistair Cox, Chief Executive, Hays plc

Max Landsberg's latest book is an insightful read. By using real-world examples and intelligent, multidisciplinary research to teach coaching skills, he gives clarity to complex topics. This book is a key tool for mastering coaching of any kind.

- Petros Kalkanis, Area Managing Director & Vice President, Johnson & Johnson Consumer Health Care

An essential read for Coaches

- Judith Barton, Director of Coaching & Mentoring, British School of Coaching