

Masterful Coaching Fieldbook

Preface

Introduction: *Grow Your Business Exponentially, Multiply Your Profits, Win the Talent War*

Part I. Masterful Coaching, the Method—Ways of Being, Mindset, and Skill Set

1. The CEO as Coach: Coaching Is Job #1 in the Age of Talent
2. Masterful Coaching: The Power to Make the Impossible Happen
3. Masterful Coaching is About How You Are Being, Not Just a Matter of Technique
4. Coaching is a Special Kind of Conversation, Not a Special Event on the Corporate Calendar
5. The Masterful Coaching Method—*A Five-Step Coaching Model*

Part II. Your Masterful Coach in a Book—How to Realize an Impossible Future and Win in Your Business

6. Masterful Coaches Instill a Winner's Mindset
7. Coaching Executives to Create an Impossible Future
8. Coaching the Team Strategy Session—Building a Winning Game Plan
9. Execute with Action Coaching—Leadership and Business Breakthroughs
10. Coda: Coaching in Business as the Ultimate Self-Development and Growth Experience

Part III. Crossing the Chasm—Interviews With Leaders Doing Coaching

11. Mike Eskew, The Visionary UPS Chairman—*What Can Brown Do for You?*
12. Herb Kelleher, Emma Holland, and Therese Speres of Southwest Airline—*Sourcing a Powerful Teachable Point of View and an Extraordinary Leadership Culture*
13. David Binkley, Senior Vice President of Global Human Resources for Whirlpool—*The Most Leading Edge Corporate Coaching Program in the United States*
14. Jeff Kaufman, Vice President Regional Manager, Allstate—*A Coaching and Mentoring Tale: "I ask people to hold themselves as under construction."*
15. Jay Abraham—*Marketing Genius & Money Maximizer*
16. Hubert Saint-Onge, The Mutual Group, Canada—*Dragon Slayer of Human Resource Myths*
17. J. Mays, Ford—*Coaching Design and Innovation*
18. Art Wilson, Critical Path Strategies, Inc.—*Coaching Big, Complex, Team-Based Sales across Boundaries*

