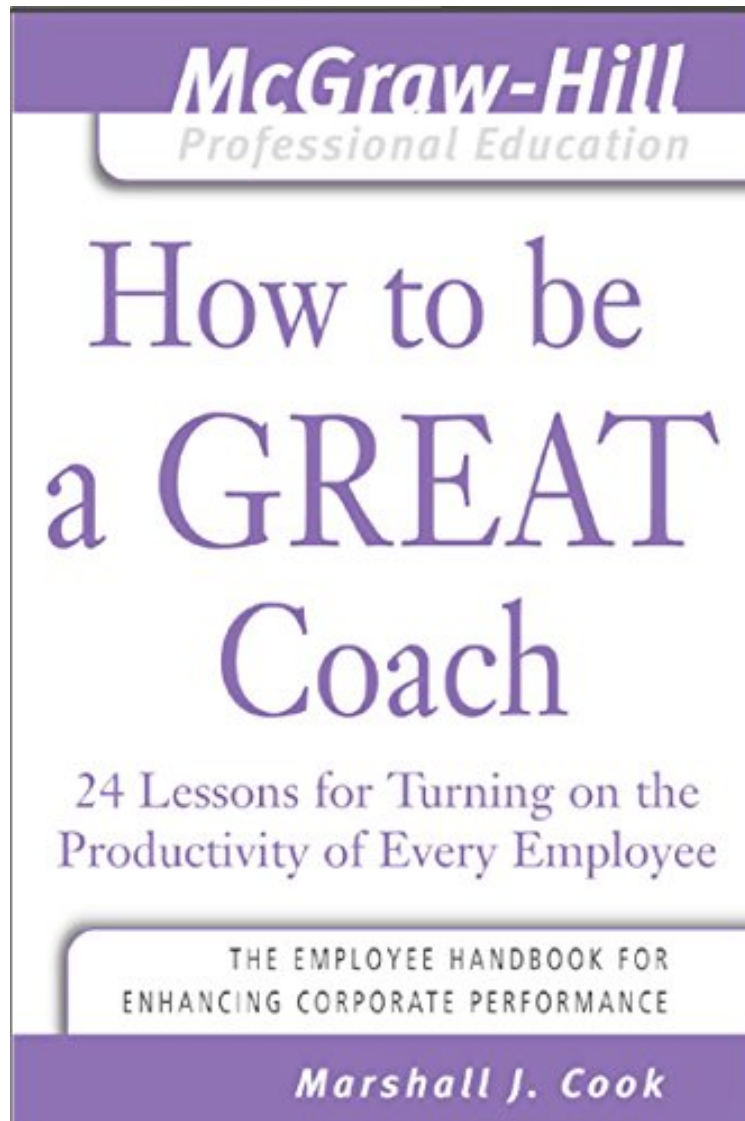


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How to Be A Great Coach: 24 Lessons for Turning on the Productivity of Every Employee (The McGraw-Hill Professional Education Series)

Marshall J. Cook

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Marshall J. Cook : How to Be A Great Coach: 24 Lessons for Turning on the Productivity of Every Employee (The McGraw-Hill Professional Education Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Be A Great Coach: 24 Lessons for Turning on the Productivity of Every Employee (The McGraw-Hill Professional Education Series):

3 of 3 people found the following review helpful. Much more than I expected. By Monty Rainey I've never read any of the dozen or so books in the "Mighty Manager" series, but if HOW TO BE A GREAT COACH by Marshall Cook is any indication of this series, I will certainly pick up a few others. I was very pleased with this little easy to read book. It's only 100 pages, but the principles it covers are well laid out, brief and very applicable. I can certainly see the great value in this book for new team leaders just starting out, or seasoned team leaders that are not having the level of success they are looking for. When your team isn't performing well, it's usually not the team's fault, at least not entirely. This book will help struggling team leaders (or coaches) see where they might be on the wrong path of building and leading a strong team and inspiring employees to reach maximum productivity. Each of the 24 lessons covered are only 2 or 3 pages in length, so this is very easily digestible even for those who don't appreciate the value of reading or that have the tenacity to stick with it. What I mean is, even non-readers will be able to get through this and will benefit greatly if they will apply its principles. The essence of the book is really summarized in the very first paragraph of the first lesson. "Your job isn't to correct mistakes, find fault, or assess blame. Your job is to achieve productivity goals by coaching your staff to peak performance." After just reading those two sentences, dozens of "managers" come to mind that would benefit greatly from this little book. I'm sure you know a few as well. This coaching theory is further bolstered by the quote on page 51 - "The better the manager you are, the less control you need over your workers". Many managers feel it is necessary to berate employees into submission. As explained in the chapter on controlling your anger, once employees learn that you can't control your anger, they will tiptoe in your presence, working to avoid making mistakes and evade blame, rather than working to solve problems and produce results. This little book delivered far more than I ever expected. I would highly recommend this book, particularly to new team leaders or team leaders that are not getting the desired results.

These quick reads, based on McGraw-Hill bestsellers, are designed to meet the needs of busy people. Titles in the series focus on each book's main themes and action ideas, reduced to a manageable page count for on-the-go readers. Rules, guidelines, best practices, problem-solving approaches, and more for applying effective coaching methods in the workplace

From the Back Cover
24 Lessons for Turning on the Productivity of Every Employee
The most effective supervisors are the ones who work with, not against, their employees. A boss needs to encourage employees to use their strengths and talents for the betterment of the organization, as well as their own careers. In How to Be a Great Coach, you'll find proven methods and best practices for becoming a manager who uses motivation, not intimidation. Coach one-on-one
Communicate effectively
Solve problems--don't just point them out
Empower your workers
Ask good questions
Be a "stand-up" boss
About the Author
Marshall Cook is a professor in the Division of Continuing Studies at the University of Wisconsin-Madison. He is the author of nearly a dozen books, including Effective Coaching and Time Management.