

The great and the good give their best

EXCELLENCE IN COACHING

The Industry Guide

Editor Jonathan Passmore

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This book aims to bring together a range of the best writing on coaching. It sets itself apart from some of the proliferation of books on the subject by aiming to boost the reputation of the industry as a whole – and its clients – “rather than maintaining the protective self-interest that has characterised much of the business in the past”, says the foreword.

As such, it is to be commended, particularly as the editor and contributors have not received any payment for their efforts. Their intention “is to make a genuine contribution to

the industry as a whole, one that transcends personal gain.”

As the reader might expect from a gallery of reputable figures such as professor Cary Cooper, Philippe Rosinski and Sir John Whitmore, the standard of writing and breadth of subjects is superb.

For example, Cooper illustrates how coaching can help to manage and prevent stress. Rosinski tackles intercultural coaching and does it very thoroughly and without generalisations.

There are also excellent chapters by Allard de Jong and Peter Hawkins on the subjects of coaching ethics and coaching supervision respectively. These are the big issues. They are amply illustrated and explained with scenarios that tackle

difficult topics such as what to do when a coaching relationship goes off the rails. Only one chapter lets the side down: ‘NLP Coaching’. This chapter’s author, well-known neuro-linguistic programming trainer Ian McDermott, talks through the NLP ways of thinking. But, I’m afraid, it left me cold. The whole chapter felt like the obvious dressed up in opaque language that only NLP acolytes could comprehend. However, there are many such followers, so I’ll leave it at that.

On a more positive note, the editor has taken his task seriously and executed it professionally. The information is well-presented and each chapter is broken down into 10 key questions.

Anyone who invests in this book will not feel cheated.

Useful?	✓✓✓✓
Well-written?	✓✓✓✓
Value for money?	✓✓✓✓