



# The Heart of Coaching: Using Transformational Coaching to Create a High-Performance Coaching Culture

*Thomas G. Crane*

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This 4th edition makes the coaching process between colleagues even more powerful. The elements of the Roadmap are enhanced to ensure they are easier to grasp and apply. More and more leaders and their organizations are becoming convinced in the business case for creating a "coaching culture". This book provides the tools for leaders and teams to develop a common language and shared protocol and a learning and development orientation towards people. These critical dynamics support the entire culture becoming a "feedback-rich, high-performance" organization. For this to occur, a common coaching approach driven by coaching UP, DOWN, and SIDEWAYS is necessary. Coaching flows in all directions to managers, peers, and direct reports. Coaching becomes the normal "way we do things around here." The premise of "The Heart of Coaching" was never more true. "As coaching becomes a predominant cultural practice...it will create a performance-focused, feedback-rich organization capable of creating and sustaining a competitive advantage." This "Fourth Edition" (available now) makes the use of the enhanced coaching model easier to use than ever, since it now includes a colorized snapshot reference card. Additionally, several powerful enhancements of the Transformational Coaching methodology make it one of the most comprehensive, and systematic approaches to coaching you will find today. It guides leaders, managers, and entire teams who want to enhance or master their coaching skills through 2 critical aspects of coaching: 1. establishing authentic, healthy and respectful coaching relationships, and 2. organizing and conducting the actual coaching conversations that lead to commitments for positive results that both the coach and the coachee are willing to support.

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