

Peer Resources

Getting Started in Personal and Executive Coaching

Book Review by Rey Carr, Ph.D.

President of Peer Resources

www.peer.ca

<http://www.mentors.ca/coaching.html>

Stephen Fairley's new book, *Getting Started in Personal and Executive Coaching*, is **the most significant work to be published for practicing coaches and persons considering entering the coaching field**. Rather than focusing on what skills are required in coaching and how best to interact with clients, Fairley looks behind the scenes and provides exquisite details about everything that is necessary to engage in the business of coaching.

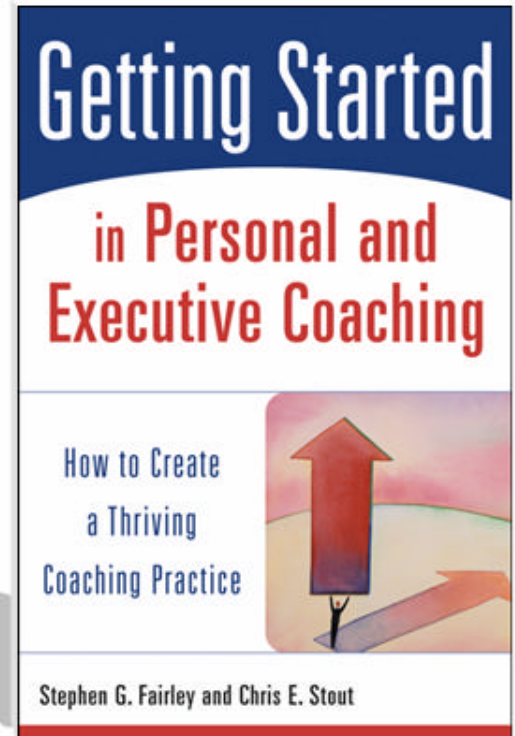
The ideas, strategies, tips, diagrams, and action-oriented techniques presented in this 368-page book are not based on theory. Instead the author has drawn from the results of his own thriving practice and from one-to-one interviews with 300 of the top-rated coaches and coaching experts in North America. **The result is a must read for anyone who wants to truly understand the business of coaching.**

One of the most unique aspects of this book is the "Getting Started Inventory" where Fairley lays out for the reader a series of interactive questions to help each reader determine

whether the book will provide value to them. What other book can claim to actually help potential readers decide to NOT read the book? Paradoxically, **this book is so complete, that even seasoned coaches will gain tips, refinements and practice improvement ideas.**

Another aspect of the book that grounds it in reality are the example dialogues the author had with many of the leading coaches he interviewed for the book. Fairley interweaves these question-and-answer sessions throughout the text and **it is like getting free coaching from the best in the business.**

Everything in this book is dedicated to helping anyone involved in coaching learn the best practices associated with business or personal coaching, marketing coaching services, identifying trends, and strengthening client services. Fairley also understands why coaching services often fail to gain the expected results and he provides a multitude of concrete remedies. **This book will no doubt be considered the foundational text for every successful coach.**



To order *Getting Started in Personal and Executive Coaching* call 1-888-588-5891 or visit www.TodaysLeadership.com or order it from Amazon.com.