



Coaching for Performance: GROWing Human Potential and Purpose - The Principles and Practice of Coaching and Leadership, 4th Edition

John Whitmore

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Over 500,000 copies sold. This major new edition is totally revised and updated with new material on coaching in a crisis and leadership for a difficult future. *Coaching for Performance* is the bible of the industry and very much the definitive work that all coaches stand on. This new edition explains clearly and in-depth how to unlock people's potential to maximise their performance. Contains the eponymous GROW model (Goals, Reality, Options, Will), now established as the basis for coaching professionals. Clear, concise, hands-on and reader-friendly, this is a coaching guide written in a coaching style. It digs deep into the roots of coaching, particularly transpersonal psychology, a useful model for personal development and in-depth coaching. There are new coaching questions and fresh chapters on emotional intelligence and high-performance leadership. Whitmore also considers the future of coaching and its role in the transformation of learning and workplace relationships, as well as illustrating how coaching can help in a crisis.

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