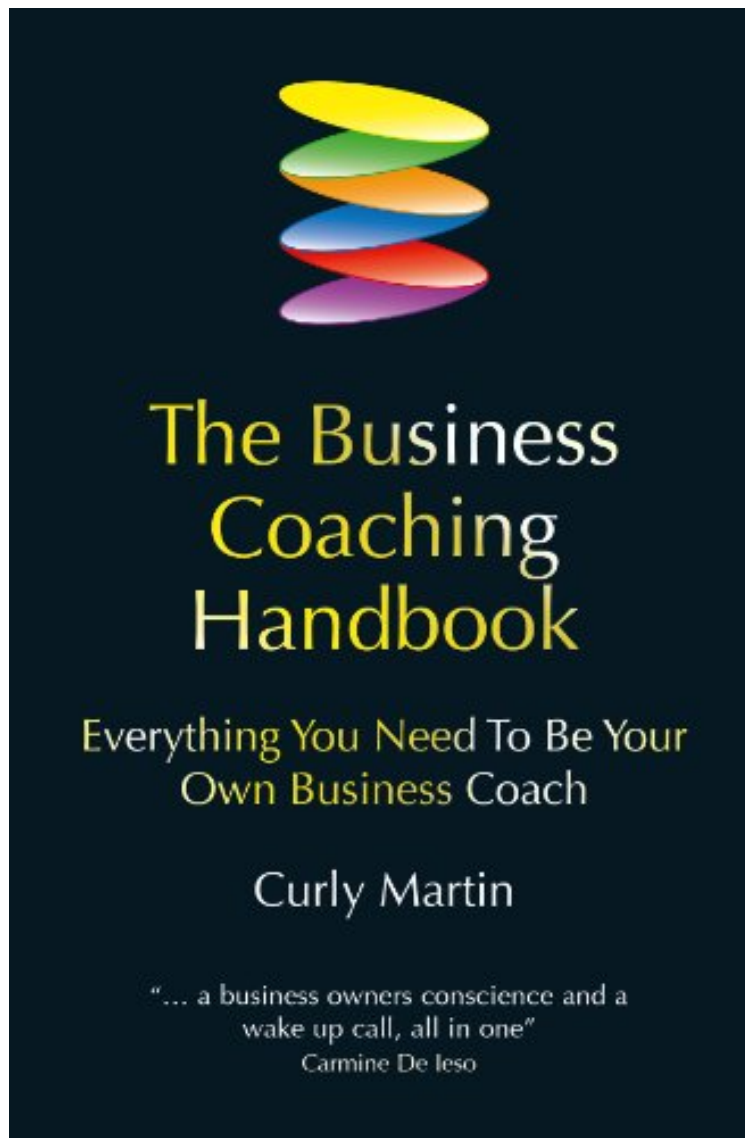


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The Business Coaching Handbook: Everything you need to be your own business coach

Curly Martin

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Curly Martin : The Business Coaching Handbook: Everything you need to be your own business coach before purchasing it in order to gage whether or not it would be worth my time, and all praised The Business Coaching Handbook: Everything you need to be your own business coach:

6 of 6 people found the following review helpful. Basic knowledgeBy Sergio Cavazos LeijaThis book is pretty basic,

and could be useful if going from "no knowledge" to "basic knowledge" as small business owner. It has some interesting points, but again, basic, and some concepts focused for UK. If you consider yourself an intermediate or advanced on business administration or vision definition topics, this book may not be for you. I was expecting a deeper view on "coaching myself" to leap forward in my business... maybe the title of this book gave me the wrong idea.

1 of 1 people found the following review helpful. Learn to Coach or Get Coached? By Kristie L. I was facing some challenges with my business that I knew I needed to overcome one way or the other. As an avid DIYer, my first instinct was to get a book and teach myself how to work through the issues, as if I was my own business coach. This book is definitely full of information that teaches you precisely how to accomplish this. I was definitely able to implement a lot of the information in the book to overcome the issues and to make the necessary adjustments. In addition to reading the book, I also contacted an executive coach that was recommended by one of my colleagues [...]. The coach agreed that the book is a good guide to working as a business coach for your own business. I did work with the professional business coach, however, to work out a few of the issues that I was not able to work out using the book alone.

2 of 5 people found the following review helpful. An invaluable and very practical introduction. By Midwest Book Review "The Business Coaching Handbook: Everything You Need To Be Your Own Business Coach" by Curly Martin (author, international speaker, and a pioneer of life coaching in Europe) is a complete, superbly written, thoroughly reader friend, do-it-yourself instruction manual for anyone needing to assess the condition of their business enterprise and figure out how to insure its commercial viability and profitability in today's increasing volatile and competitive marketplace. "The Business Coaching Handbook" covers a compendium of relevant issues ranging from setting goals, investing time for best results, customers, sales leads, marketing, publicity and advertising, socializing, staff management, finances, outsourcing, and succession planning. enhanced with an extensive bibliography, an author resource guide, and an index, "The Business Coaching Handbook" is an invaluable and very practical introduction to improved business management skills and essential reading for anyone contemplating launching their own business, or who is already engaged in the responsibilities of business management and seeking to improve their skills and performance.

The Business Coaching Handbook reveals what business coaching IS, how to assess the shape of your business and what steps you need to put in place to grow a successful business. This book has been compiled for business entrepreneurs who have recently achieved the first goal of getting the enterprise up and running or, have been operating their own professional practice or business for a few years and now want to take it to the next level.

This book works as a business owner's conscious and a wake up call, all in one. Every business owner should take time to read this book and if you are short on time, just read chapter 3! ----Carmine De Ieso, Director Winemaking Production, HM Wines International I am sure that by reading the "Business Coaching Handbook," and most importantly taking the action required, both existing and prospective entrepreneurs will achieve the results to which they aspire. Highly recommended! --Margaret Edmondson, Director, Edmondson Company Ltd

About the Author Curly Martin is the founder of Achievement Specialists Limited, a sought-after international speaker, and a pioneer of life coaching in Europe and the UK. Intuitively combining accepted methodology with cutting edge innovations, she creates exciting, entertaining and effective approaches to individual and business growth potential. She held senior management positions within global corporations and has over 20 years experience in training, consulting and coaching.