Ives / Cox

Goal-focused Coaching

Theory and Practice

This book offers a comprehensive, practical guide to goal-focused coaching. Addressing a significant gap in the literature, Ives and Cox contextualize goal-focused coaching within the broader coaching framework and explain the efficacy of this approach across a number of contexts and applications. The book draws on behavioral science, rather than humanistic psychology, to provide a well-researched, evidence-based guide that includes: - A detailed examination of the theoretical underpinnings of this approach - A discussion of the skills, models and formats for goal-focused coaching - Cutting edge insights into barriers to coaching and managing the coaching relationship - Summaries, vignettes, references, and diagrams to aid learning Goal-focused Coaching will be of interest to students taking classes in coaching, as well as professional executive coaches.

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