

Becoming a Professional Life Coach

Lessons from the Institute of Life Coach Training

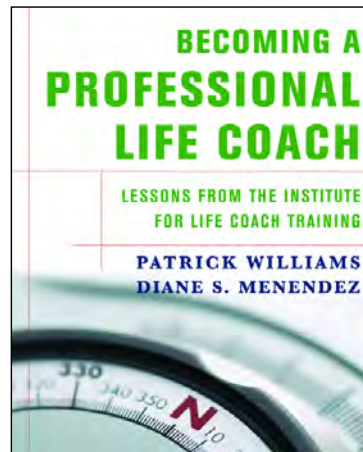
PATRICK WILLIAMS AND DIANE MENENDEZ

"What a resource! This is the definitive book on life coaching, as useful to the master coach as it is to the novice." —Richard J. Leider, author of *The Power of Purpose* and *Repacking Your Bags*

"Taking theory to practicality, [this book] gives readers basic to advanced steps for using coaching as a paradigm for any changes or goals their clients may desire. Many helping professionals now say they are coaching . . . this book will teach them the key competencies for doing it."

—Hale Dvoskin, author of the *New York Times* Bestseller, *The Sedona Method: Your Key to Lasting Happiness, Success, Peace, and Emotional Well-being*

With his bestselling *Therapist as Life Coach*, Pat Williams introduced the therapeutic community to the career of life coaching. Now, Williams, founder of the Institute for Life Coach Training (ILCT), and Menendez, senior trainer at ILCT—both master certified coaches extraordinaire—reveal all the basic principles and crucial strategies that they have taught to thousands of coaches over the years. Beginning with a brief history of the foundations of coaching and its future trajectory, *Becoming a Professional Life Coach* takes readers step-by-step through the coaching process, covering all the crucial ideas and strategies for being an effective, successful life coach, including: • Listening to, versus listening for, versus listening with; • Establishing a client's focus; • Giving honest feedback and observation; • Formulating first coaching conversations; • Asking powerful, eliciting questions; • Understanding human developmental issues; • Reframing a client's perspective; • Enacting change within clients; • Helping clients to identify and fulfill core values, and much, much more.



PATRICK WILLIAMS, Ed.D. (LEFT), is founder of the Institute for Life Coach Training, a master certified coach, and co-author of the highly acclaimed *Therapist as Life Coach: Transforming Your Practice*, *Total Life Coaching*, and *The Law and Ethics of Coaching*. **DIANE S. MENENDEZ, Ph.D.**, is a master certified coach, executive coach with Leadership Mastery Coaching, a leadership coaching and organization development firm, and a part-time head coach for Convergys Global Talent Development. Both were two of the first 25 Master Certified Coaches recognized by the International Coach Federation in 1999.

Name _____

Address _____

City, State, Zip, Country _____

Phone _____ E-mail _____



ORDER WITH THIS FLYER FOR A 20% DISCOUNT!

_____ *Becoming a Professional Life Coach* • ISBN 10: 0-393-70505-6 • ISBN 13: 978-0-393-70505-8 • March 2007 • 384 pages • Cloth • ~~\$40.00~~ **\$32.00 WITH THIS FLYER!**

SHIPPING & HANDLING: Add \$5.00 for the first book, \$1.50 for each additional book.

Orders must be in US funds only.

CA, IL, MI, NY, PA, TX, VT, and WA residents, please add sales tax.

Total amount enclosed: \$ _____ or Please charge to my credit card: \$ _____

American Express VISA MasterCard

Account # _____ Exp. _____

Signature _____

Please reference **SOURCECODE OBP 1384** when ordering.

Or order online at: [HTTP://TINYURL.COM/2DREVH](http://tinyurl.com/2drevh)

Browse our online catalog at: [WWW.NPBCATALOG.COM/PSYCH](http://www.npbcatalog.com/psych)

Send orders to:
W. W. Norton & Company
800 Keystone Industrial Park
Dunmore, PA 18512

or fax: 1-800-458-6515

or call: 1-800-233-4830

or e-mail:

MCERMINARO@WWNORTON.COM

