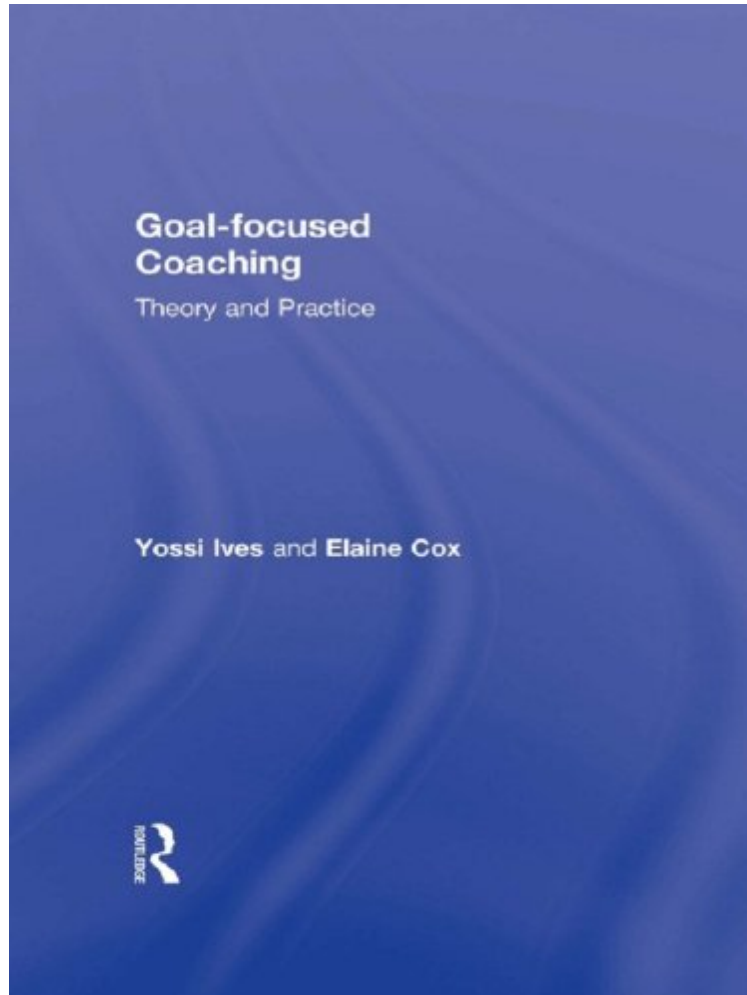


Goal-focused Coaching: Theory and Practice

Yossi Ives, Elaine Cox

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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.

"This is the book that demonstrates the value of research-based performance focus in coaching. At last." David Megginson, Professor Emeritus, Sheffield Hallam University, UK "In this book you will find an intelligent and well-informed exposition of a goal-focused approach to coaching which outlines a comprehensive theory of goal-focused coaching including methodologies, relationship management, action planning, motivation and commitment as well as core questioning and listening skills. There is knowledge here that will enrich the practice and understanding of coaching for both novices and experts. Enjoy!" Anthony M. Grant, PhD, Coaching Psychology Unit, University of Sydney, Australia "Elaine Cox and Yossi Ives have created a thoroughly researched, yet practical guide to goal-focused coaching that presents the dimensions of the approach in the context of broader coaching processes and approaches, and even offers a variety of practical applications. This is a much needed addition to the coaching literature that is sure to inform further study and guide high-impact coaching in a wide range of settings." John Bennett, PhD, PCC, PMC, Director of MS in Executive Coaching, McColl School of Business, Queens University of Charlotte, USA About the Author Yossi Ives is chairman of Tag International Development, UK. He is a life coach with a PhD in goal-focused coaching, and is the author of several books. Elaine Cox is director of the Coaching and Mentoring programme at Oxford Brookes University, UK. She has published extensively, and is editor of the International Journal of Evidence Based Coaching and Mentoring.