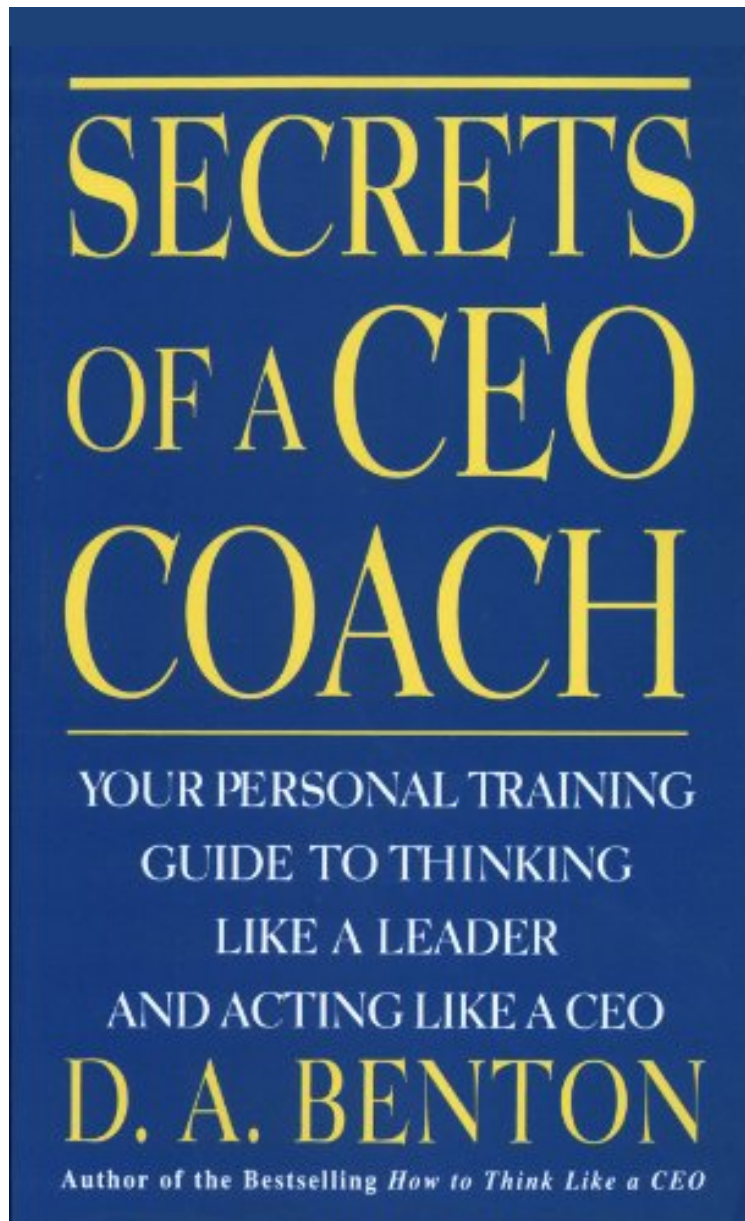


## Secrets of A CEO Coach

*D. A. Benton*

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**D. A. Benton : Secrets of A CEO Coach** before purchasing it in order to gage whether or not it would be worth my time, and all praised Secrets of A CEO Coach:

0 of 0 people found the following review helpful. Great!By Cedric LadouceurVery informative life changing information to get your life on track. Good information on how to coach yourself as well as why coaching is important to a life filled with productivity.0 of 0 people found the following review helpful. Five StarsBy Alok PalThis is helpful

to all CEO coach. As Mental Toughness is primary requirement to become successful CEO. 14 of 14 people found the following review helpful. Sometimes the solutions are obvious. By Michael Erisman I am always trying to absorb as many viewpoints as I can on the important subject of coaching. My role involves coaching of senior leaders and my own team, so the title of this book urged me to pick it up and read it. However, I was surprised to find that despite the title, this book is really geared towards self reflection and self awareness of ones own opportunities. The book really gets into depth in examining style. For example, the author looks at the FedEx model of leadership and the nine elements of "style". (Page 37) The book looks at case studies, and how our own personal psychology holds us back. Included are dozens of pages of person questions to answer which are designed to allow for self reflection of what in our lives drives us, and may hinder our ability to effectively perform. Throughout the book are business case studies, tips, and insights too numerous to list. Among the more impactful are the sections on how to improve communications by slowing down, use of silence and pausing for effect. (Page 136) Also, one can always benefit from a better control of the "minutiae of acting" (Page 145). The author examines how the little aspects of posture, dress, and facial expressions, may impact a leader's effectiveness. While much of this is obvious, the book uses some fascinating examples of how these elements of our "presentation" have bigger impacts than we realize. I personally learned a few new things, despite how frequently I have studied this factor of interpersonal relationships. The latter sections cover emotional intelligence, something very important to all leaders. Not much new here, but the topic itself is vital to effective leadership, and gets more important the higher the level and responsibility of the position. Overall, a very useful book. The author uses examples from Pepsi-Co and even names a person I knew while working there. The opportunity for self reflection by completing the pages of questions would be invaluable, and I will go back and complete them myself when time allows. Highly recommended for anyone in a leadership position, or responsible for providing coaching to senior leaders.

No longer just for athletes, coaching is the new success secret of every savvy businessperson hungry for better performance and faster promotion. But what about those who can't afford big bucks to hire a coach? Now they can learn to coach themselves using the method perfected by D.A. Benton, famed "Coach to the corporate stars" and author of *How to Think Like a CEO*, a New York Times and BusinessWeek bestseller. Like a one-on-one coaching session, this dynamic guide duplicates the process that has unleashed career growth for hundreds of Benton's personal clients at companies such as ATT, Citibank, and McKinsey. Readers will learn to diagnose their needs, project their goals, identify useful and destructive behaviors, and develop an Action Plan that unlocks their unlimited potential to succeed.