

# Stakeholder Centered Coaching®

Maximizing Your Impact as a Coach

**BY MARSHALL GOLDSMITH AND SAL SILVESTER**

Foreword by Frank Wagner, Partner in charge of Stakeholder Centered Coaching® Marshall Goldsmith Group

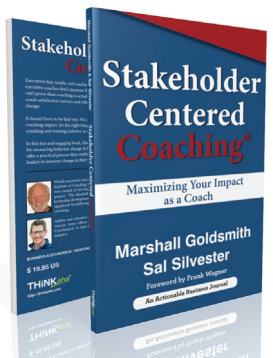
Executives buy results, not coaching. The problem is that most leadership and executive coaches do not measure the impact of their coaching engagements. They can't prove that their coaching is actually making a difference. They rely too heavily on coach satisfaction surveys and other methods that simply measure reaction and not change.

It doesn't have to be that way. We can and we must do better. It's time to prove our coaching and training impact for our clients, our businesses, and the coaching and training industry as a whole.

This book lays out the framework to help you generate better results from your coaching practice using the Stakeholder Centered Coaching® approach, a proven coaching methodology and philosophy created by Marshall Goldsmith that demonstrates ROI and dramatically increases the likelihood of a successful coaching engagement. The best part about Stakeholder Centered Coaching is that it's a process you can use both personally and professionally for creating any kind of transformational change.

In this fun and engaging book, Marshall Goldsmith and Sal Silvester submit a mandate for measuring behavior change in leadership development and coaching programs and offer a practical process that enables coaches, trainers, and Organizational Development leaders to measure change in their programs. You'll learn the keys to starting your coaching engagements with a strong foundation, how to implement suggestions from the people most impacted by a coachee, and tips for sustaining behavior change. This is a must-read book for those who believe that more effective leadership leads to better business results.

Stakeholder Centered Coaching is part of the THiNKaha series, whose slim and handy books contain 140 well-thought-out AHA messages. Increase your online influence by picking up that, and easily share quotes from this book on Twitter, Facebook, LinkedIn, and Google+ via this link: <http://aha.pub/SCCoaching>



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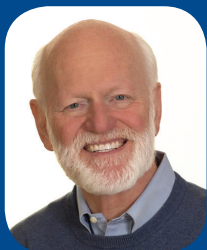
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## About the Authors



**Dr. Marshall Goldsmith** is the author or editor of thirty-five books that have sold over two million copies, been translated into thirty languages, and become best-sellers in twelve countries. Marshall's professional acknowledgments include: *World's #1 Leadership Thinker* from Harvard Business Review and Best Practices Institute; *World's #1 Executive Coach* from

*Global Gurus*, *INC* and *Fast Company* magazines; *Lifetime Achievement Award for Excellence in Teaching* from Institute for Management Studies; *50 great thinkers and leaders who have influenced the field of management over the past 80 years* from American Management Association; *50 great leaders in America* from BusinessWeek; *Top ten executive educators* from Wall Street Journal. His work has been recognized by almost every professional organization in his field.



**Sal Silvester** is a top expert on leadership transformations across organizations and throughout careers. He is the founder and president of 5.12 Solutions Consulting Group, a company that supports leaders and teams through grounded, real-world practices and techniques. Their cloud-based coaching platform, Coachmetrix, is the best of its kind to optimize and measure leadership development programs and coaching engagements.

His passion and expertise for working with teams and leaders is reflected in his coaching, writing, and speaking keynotes. As the author of *Ignite! The 4 Essential Rules for Emerging Leaders* and *Unite! The 4 Mindset Shifts for Senior Leaders*, Silvester uses his proprietary People-First Leadership™ Model to explain the secrets to making the transition from peer to leader.