

THE ART OF TRANSFORMATIONAL COACHING

A Guidebook for Helping Others Heal and Transform

By: Dr. Keith Merron

The world of coaching has erupted the past 20 years to become much more than a hobby. It is now a profession, with hundreds of books all over the world that teach people how to become good coaches. Most of these focus on the essentials of coaching - good listening, good inquiry, and good coaching practices. They focus on how to give advice, challenge a client, and generate business.

In our get rich, get-fixed-quick culture, these books appeal to the masses and to those who want to enter the profession. Few of them, however, focus on mastery.

As the coaching profession matures, so too does the sophistication of its clients. Now, after 20 years in existence, the people buying its services are more discerning, and the people offering must respond to the need. The Art of Transformation is the kind of book that comes every so often that truly rattles the cages of our understanding of what it means to be human.

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