



# Business Coaching and Mentoring For Dummies

*Marie Taylor, Steve Crabb*

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**Don't fall behind—Coach your business toward success!**

*Business Coaching & Mentoring For Dummies* explores effective coaching strategies that guide you in coaching and mentoring your colleagues. With insight into key coaching concepts and an impressive range of tools, this easy-to-use resource helps you transform your team—and yourself in the process! Written from the perspective of a business coach, this comprehensive book explores the practical coaching skill set, tools, and techniques that will help you along your way, and explains how to identify who to coach, what to coach, how to coach, and when to coach. Whether you have experience in a coaching and mentoring role or you're new to the coaching game, this is a valuable must-have resource.

The right approach to business coaching can take your company from good to great—it can also improve employee satisfaction, employee loyalty, team morale, and your bottom line. The trick is to approach business coaching in a way that is effective and flexible, ensuring that you achieve results while meeting the unique needs of your team. This comprehensive text will help you:

- Understand the foundational concepts of business coaching and mentoring
- Discover how proper coaching and mentoring methods can help get a business on the right track
- Identify and leverage tools to develop your business leadership mindset
- Create a successful personal and business identity with the support and guidance of a coach

*Business Coaching & Mentoring For Dummies* is an essential resource for business owners, business leaders, coaches, and mentors who want to take their skills to the next level.

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