



# Action Coaching: How to Leverage Individual Performance for Company Success

*David L. Dotlich, Peter C. Cairo*

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Chances are, if you're a manager in most any organization today, coaching has become an integral part of your responsibilities. And there's no more effective approach to coaching than Action Coaching. Developed by the authors through their work with Levi Strauss, Colgate, Bank of America, Arthur Andersen and other leading companies, Action Coaching is the only coaching process that dramatically increases an individual's personal performance in direct correlation with established organizational goals. Here, Dotlich and Cairo share the same advice, techniques, and tools they've used to transform hundreds of managers and executives into first-rate coaches. Moreover, they clearly demonstrate how Action Coaching can be used as a strategy for achieving organizational goals by aligning personal improvement with a company's vision for the future.

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