

# THE PSYCHOLOGY OF EXECUTIVE COACHING

## THEORY AND APPLICATION

Second Edition

Bruce Peltier



The Psychology of Executive Coaching  
PB: 978-0-415-99341-8  
September 2009. 448 pp. \$37.95

Coaching has become an important way for psychotherapists and other mental health professionals to adapt their skills to a changing environment. This book provides a comprehensive translation of psychotherapy theory and skills for the would-be executive coach. It was written to help clinical mental health practitioners understand the culture and expectations of the corporate and business world, as well as how to use their hard-earned skills effectively in executive coaching.

The book begins with a clear explanation of how coaching differs from counseling and how to explain this to prospective new clients. Eight chapters translate popular therapies into coaching strategies, along with a guide for assessing executives. One chapter describes the challenges women face as managers and executives and proposes effective coaching methods. Lessons from successful athletic coaches are integrated into consulting skills. Essential business school lessons in leadership, marketing, and the corporate viewpoint and vocabulary are included for the therapist seeking greater understanding of the executive's point of view. A final chapter describes how to make the transition from the world of therapy to the workplace world of the corporate coach.

### Praise for the Book

*"This is a rich, comprehensive book for executives as well as their coaches. I strongly recommend this text for any executive interested in understanding and enhancing innovation in a good or bad economy."* - **William H. Roedy, Chairman and Chief Executive, MTV Networks International**

*"This new edition provides the conceptual basis for effective coaching and consulting. The first edition became a classic. This one is even better, with four new chapters, plus outcome data from recent research on the effectiveness of coaching methods as perceived by executives and managers. A must read."* - **Wilbert (Skeeter) McClure, PhD, Organizational Consultant ; Olympic Gold Medalist, Boxing, Rome (1960)**

*"For those responsible for coaching industry executives, this is a valuable work that provides not only insight into the leader, but practical wisdom when guiding that leader."* - **Thomas W. Rabaut, Retired President and CEO, United Defense Industries, Inc.**

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### About the Author

**Bruce Peltier, Ph.D., MBA,** is Professor of Psychology and Ethics at the University of the Pacific School of Dentistry, a Management Consultant / Executive Coach, and a private practice psychologist. He also teaches in the Counseling Psychology Program at the University of San Francisco.

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