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**FOR IMMEDIATE RELEASE**

**THE MASTER COACH**

**Leading with Character, Building Connections,  
and Engaging in Extraordinary Conversations**

by Gregg Thompson

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**TO UNLEASH POTENTIAL AND OPTIMIZE PERFORMANCE,  
EVERYONE FROM THE SHOP FLOOR TO THE C-SUITE NEEDS  
TO BE A MASTER COACH**

**In THE MASTER COACH, Expert Gregg Thompson Shows  
How Any Organization Can Benefit From Creating A Coaching Culture**

“Every workplace contains enormous, untapped potential waiting to be developed,” says leadership expert Gregg Thompson. “And when it comes to unleashing human promise and optimizing performance, there is one process that has consistently proven to be more effective than any other: coaching.” In his new book, **THE MASTER COACH: Leading with Character, Building Connections, and Engaging in Extraordinary Conversations** (SelectBooks, Inc.; April 2017), Thompson shares his step-by-step model for making any organization more innovative, agile, and enterprising.

As the head of Bluepoint Leadership Development – which has helped more than ten thousand leaders and managers bring coaching into their organizations – Thompson believes that the power of coaching is not limited to those at the top. People at all levels can be effective coaches. “These skills are as relevant on the factory floor as in the board room,” he writes. An organization that develops a coaching culture in which the values, perspectives, and behaviors of the coach become part of “the way we do things,” will be well on the road to optimizing the performance of its people.

More

In **THE MASTER COACH**, Thompson explains that the essence of coaching lies in faith in others. “The master coach sees other people as being full of potential,” he writes. It is this shift in perspective – away from performance management, assessment, and criticism, and toward the possibilities for the future and innate capacities – that lies at the heart of coaching. According to Thompson, mastery involves three core dimensions:

**Character:** “The decision to coach is not yours alone,” contends Thompson. Another person must allow you to be their coach, and this will only happen based on the quality of your character. Authenticity, self-esteem, and emotional intelligence are the hallmarks of a master coach.

**Connection:** “Relationships are the medium through which the transformational process of coaching occurs,” Thompson explains. A strong peer-to-peer connection must be built, even between people at different levels of the organizational hierarchy – and both parties must be fully accountable for their decisions and actions.

**Conversation:** Coaching conversations are much more than talking with others about their goals and dreams. They are high-stakes, daringly candid interactions that stir potent emotions. These conversations progress from exploring aspirations to generating new possibilities to forging concrete action plans, using proprietary techniques designed to challenge people to dig deep and find their personal truths.

**THE MASTER COACH** contains everything needed to implement a coaching culture, including the coach’s philosophy of life; the difference between coaching and leadership; and how coaches are distinct from friends, counselors, mentors, or teachers. The author also details steps leaders can take to make coaching everyone’s business; the qualities of great coaches; the top ten ways to build a long-term coaching relationship; questions to jump start conversations; and signs of coaching success.

“I have written this book to equip people to help others to change the aspects of their lives that have real impact: their behavior, their work, their relationships, and their

attitude. These are the changes that people need to make to turn dreams into reality,” Thompson says. Positioned to become the definitive book on the topic, **THE MASTER COACH** provides the confidence, inspiration, and strategies to embed coaching into the fabric of any organization, setting the stage for new levels of success.

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#### **ABOUT THE AUTHOR**

**GREGG THOMPSON** is President of Bluepoint Leadership Development (formerly the Tom Peters Company), recognized as one of the finest providers of coach training programs in the world. Having coached many of the most senior leaders in Fortune 100 companies and trained thousands of coaches, Thompson is an in-demand speaker and facilitator, and has a broad-reaching background in leadership development. He is also the author of *Unleashed!* (Select Books, 2006), upon which he has designed several award winning leadership development workshops including *The Coaching Essentials*, *Leader as Coach*, *Advanced Coaching Skills* and *Powerful Coaching Conversations*.