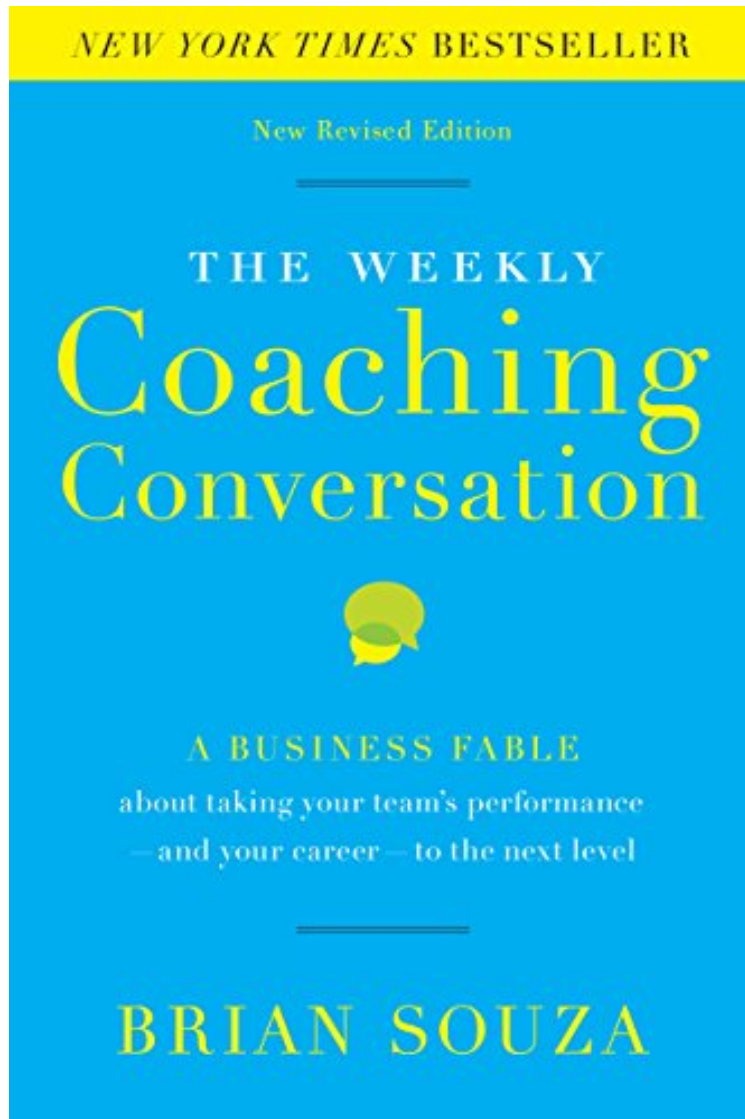


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# Weekly Coaching Conversation (New Edition): A Business Fable about Taking Your Team's Performance and Your Career to the Next Level

Brian Souza

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.com Brian Souza is an author after my own heart. Don't miss this outstanding story! Not only is *The Weekly Coaching Conversation* a great story, but Brian also knows that, as a leader, you are nothing without your people. I highly recommend you read this engaging story and let it inspire you to become a better leader.—Ken Blanchard, Coauthor of *The One Minute Manager* and *Great Leaders Grow* *The Weekly Coaching Conversation* is great for the mind and the soul. Powerful coaching!—Marshall Goldsmith, Author of *MOJO* and *What Got You Here Won't Get You There* Prepare to be entertained, inspired, and educated on what it really takes to begin the transformational journey from acting like a manager to becoming "a coach." To get the most out of your organization, your team, and especially yourself, *The Weekly Coaching Conversation* is an absolute must-read.—Richard J. Bakosh, Global Managing Director, Accenture Every manager, supervisor, team leader, and executive must understand how to facilitate a coaching conversation in order to get the most out of his or her team. *The Weekly Coaching Conversation* will become the definitive guide on the subject and is destined to become a classic.—David Hutchison, Senior Vice President Marketing, SAP Americas Management folklore has a new hero, Coach—a colorful and crusty veteran with tons to teach eager high-achievers. Brian Souza artfully brings Coach to life in *The Weekly Coaching Conversation*, a book grounded solidly in rigorous research and practical experience, and written in a highly memorable and inviting style. The fictional world of this wonderful fable is packed with real-world dilemmas, timeless lessons, and unforgettable turns-of-phrase. It's a highly enjoyable read, and one you'll find yourself returning to often. *The Weekly Coaching Conversation* is a winner!—Jim Kouzes, Coauthor of *The Leadership Challenge*, Dean's Executive Fellow of Leadership, Leavey School of Business, Santa Clara University *The Weekly Coaching Conversation* book and training program has been a game-changer for us in helping to really drive employee performance and organizational productivity. Do yourself—and your team—a favor and read the book and experience the training. You won't be disappointed.—David Schneider, Chief Revenue Officer, ServiceNow Brian Souza's new book *The Weekly Coaching Conversation* is destined to become a classic in the world of business leadership and the pursuit of maximizing human potential. It is an inviting, enchanting, and awe-inspiring parable. I highly recommend Brian's new masterpiece.—Michael Lardon M.D., Author of *Finding Your Zone: Ten Core Lessons for Achieving Peak Performance in Life and Sports* *The Weekly Coaching Conversation* does a brilliant job of bringing to life how it feels to be coached the right way. By flipping the perspective found in most business books, it tells an engaging story through the eyes of the one being led. The fable it weaves helps personalize this transformational experience, while providing a solid framework, practical advice, and actionable takeaways on how to facilitate a constructive coaching conversation. *The Weekly Coaching Conversation* is an absolute must-read for all managers and aspiring leaders.—Michel Koopman, CEO, getAbstract *The Weekly Coaching Conversation* is a powerful book with an important message for all managers. In addition to a great story, in this book Brian Souza also presents a wonderful framework that will teach managers how to have a constructive coaching conversation with their team members. I highly recommend it!—Verne Harnish, CEO, Gazelles, and Founder, *Entrepreneur's Organization (EO)* About the Author Brian Souza is the author of the New York Times bestseller, *The Weekly Coaching Conversation*, and president and founder of *ProductivityDrivers*—an innovative corporate training company specializing in improving employee performance and organizational productivity. As a respected thought leader in leadership development, employee performance, and sales, Souza is highly sought after as

a keynote speaker and management consultant by top companies and organizations worldwide. Souza and his work have been featured in dozens of magazines and newspapers around the world including The European Business , Fast Company, and Success Magazine. His first critically acclaimed book, Become Who You Were Born to Be (Random House, 2007), has been published in multiple languages worldwide. Brian lives in San Diego with his wife, Claudia, their two daughters, Grace and Giselle, and their dog, Gunnar. To learn more please visit [ProductivityDrivers.com](http://ProductivityDrivers.com)