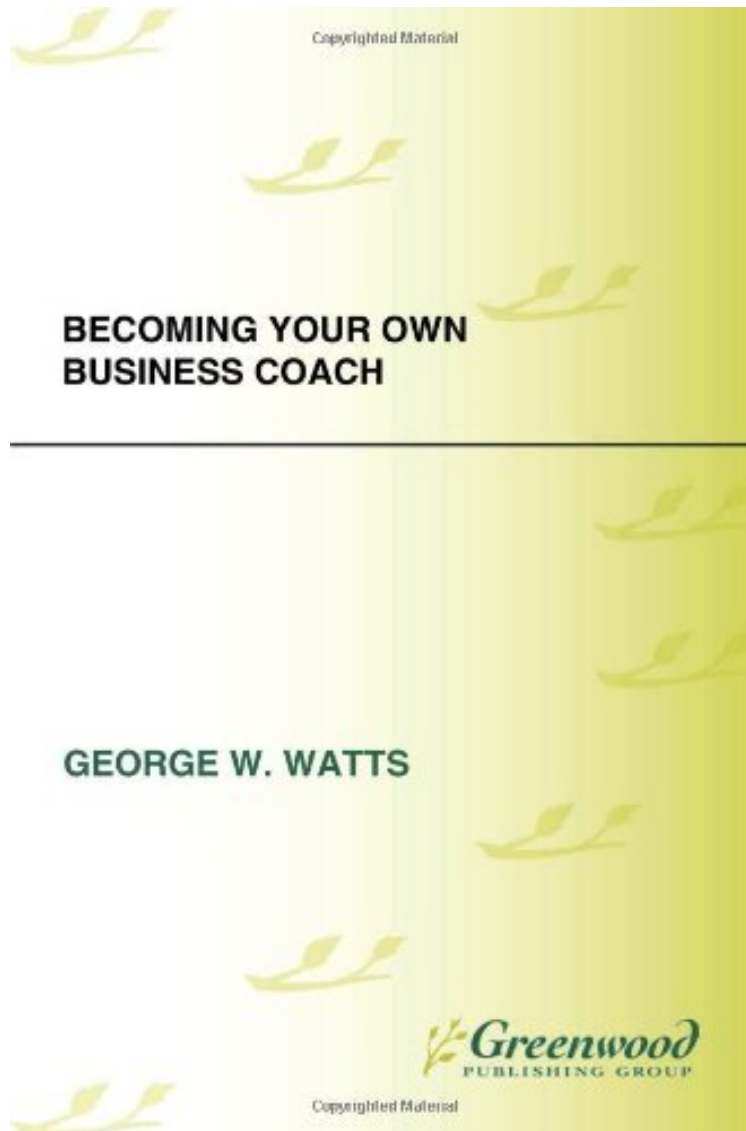


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## Becoming Your Own Business Coach

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**George W. Watts : Becoming Your Own Business Coach** before purchasing it in order to gage whether or not it would be worth my time, and all praised Becoming Your Own Business Coach:

4 of 4 people found the following review helpful. Comments: Becoming Your Own Business CoachBy Dr. ThornDr. George Watts' new book, Becoming Your Own Business Coach, is informative, interesting, thought provoking, and motivational. The book presents psychological concepts in a straightforward manner that business leaders can relate to and apply to increase their self-awareness and improve their potential at work and in life. It presents complicated psychological concepts in a practical easily understood language that enables a leader to tap into a self-guided, confidential question and answer session with themselves. It enables a leader to be introspective and honest with

themselves. After all, as Dr. Watts' writes--"it is just you and the book". No one is watching or listening as the leader reads, has an internal conversation, and takes reflection and personal introspection to a deeper level for self awareness and understanding. As a psychologist in the workplace, it made me feel respectful and proud that our profession, often not communicated or understood by the masses, was being put into practical language that a business leader could relate to, use, and grow their own potential. I found the book a welcome summary of the field of psychology put to business application. A lot of information is packed into this 174 page book. I found the questions presented in each section of the book and the opportunity for psychological reflection and introspection thought provoking. I started to read the book and answer the questions writing them down. I soon found that my personal style...to finish the book and not be interrupted by my own answers ...interrupted my train of thought. I decided to read the entire book and then go back and answer the questions that I felt needed more reflection and introspection time on my part. The book allows you to do this. No right way, no wrong answers. You just reflect and introspect honestly. I also found the book motivational for where I am in my career and life. The book motivates one to look deeper into what you can become if you let yourself imagine a new growing self. The opportunity for reflection/introspection is important to the psychologist. We love it. But will a business executive, with possibly no psychological knowledge or interest, be overwhelmed with the information that is packed into this book and the questions? Will the busy executive, who has little tolerance; time, and patience for reflection really want to take the time to answer the questions? I think so. Because the best executives already hold conversations with themselves, close confidantes, and others. This is why these executives are the best. They want self-awareness; they want new abilities and skills to improve their organizations, and their personal life. So while the concepts are based on deep knowledge, the book is an easy and quick read with practical applications that engage the reader, the executive, in wanting to know more about maximizing their potential. 1 of 1 people found the following review helpful. A top pick for any who want readers to become their own instructional agents for change. By Midwest Book Review. *Becoming Your Own Business Coach* is a top pick for any who want readers to become their own instructional agents for change. Its premise is that the better you understand yourself, the more successful an executive you'll become - and this provides clear, practical ways executives can grow through introspection and self-awareness. His book challenges readers to become part of their own professional growth - and offers pointers on the path to this awareness. Any business library needs this.

In *Becoming Your Own Business Coach*, Dr. George Watts helps readers become their own "change agents." His core principle? Exceptional executives possess the ability to hold deep conversations not just with others, but with themselves. The core premise of this book is straightforward: The deeper and better you understand yourself, the more successful an executive you will become. *Becoming Your Own Business Coach* offers clear, practical ways executives can grow through introspection, self-knowledge, and self-awareness. Dr. Watts employs the time-honored Socratic approach of asking guided, open-ended questions, providing short personality tests, and explaining straightforward concepts to make the reading journey practical, simple, enjoyable; and productive. Self-coaching, done right, can raise one's emotional intelligence, reveal new skills and abilities, and help readers get from where they are in business and life to where they want to be. His book, Watts says, is action learning, challenging readers to become a partner in their own professional journeys, bridging the gap from their current to their ideal selves.

"hellip;a top pick for any who want readers to become their own instructional agents of change. . . . Any business library needs this." - Midwest Book Review. *Becoming your Own Business Coach* is a unique contribution to executive development. Its core premise is that the better you understand yourself, the more you will succeed. Understanding is treated as a continuous process with the goal of progressive self-revelation. There is no final goal - no end in sight; there is only becoming more effective. The process is the cure. This book is bold because it displays ideas that require you to look at yourself. It is impossible to read a few pages without becoming engaged. You will find narrative that exposes you, quotes that remind you of who you could be, and behavioral questions that make you think. In a practical sense, this book passes the 'flip test.' You can randomly flip to any page, read what you find, and benefit from the ideas you discover. It is easy to see Dr. Watts' counseling psychology theme in this book. We are reminded of the humanistic perspectives of Abraham Maslow, Karen Horney, and Eric Fromm. We read about confidence, esteem, and perfectionism that lead us to re-experience who we are, and become who we could be. We are taken behind the behavioral emphasis on what we have done, and move to the inner world of who we are. This is fresh and enlightening trip out of today's 'fix it' management, and a return to the whole person as the true cause of performance." (Paul C. Green Ph.D.) "Dr. Watts' encourages us to focus inwardly and have deep discussions with ourselves in order to project our best selves externally. By reading this highly engaging book you will be enlightened and excited about how you can reach your own potential and capacity as a leader. Dr. Watts has given us the GPS with an easy to follow route. It's up to each of us to make the journey." (Joyce Russell, President and Chief Operating Officer, Adecco Staffing USA) "Self-management is the key to executive success and this book is an important and useful introduction to coaching yourself to excellence." (Dr. Warren Bennis Dist. Prof of Business, University of Southern California, and author of *On Becoming a Leader*) "The right book for this economy. With unemployment high and companies cutting

back everywhere, Dr. Watts has the perfect medicine. His book empowers individuals to take the initiative to control and guide their career path with an easy to read, easy to implement book." (Cliff Mountain, Founder and Managing Director Accent Capital)"The Galvin's define leadership as 'taking people elsewhere', to a place they might not have gone unless you the leader were there. We define strategy simply as 'Continuous Renewal' in everything every day and this approach to strategy purposefully includes ambiguity in order to welcome the next new disruptive idea. Innovation which is defined as 'the introduction of the new' remains a deep Galvin belief that it is doable, repeatable every decade and a matter of survival. In leading, one must begin with oneself. Dr. Watts represents a compendium of inspirations, insights, checklists and guidelines to begin and ultimately accomplish the task of taking yourself elsewhere via self renewal and personal innovation." (Christopher B. Galvin, co-founder and executive chairman, Harrison Street Capital LLC former chairman and CEO, Motorola Inc.)"One of the most important issues all CEOs face is finding the right talent to lead our businesses to new heights and developing that talent. For years, this has always been at the top of my priority list. I have observed that the leaders who move ahead in their organizations with the greatest success are the ones who know themselves best -- both their strengths and their challenges -- and use that knowledge to develop to their fullest potential. In this book, George Watts distills what he has learned during his many years of working in talent management consulting and shares it with you. He explains how to gain greater self-knowledge and how to take personal responsibility for your own growth and development as a leader. In my opinion, that is your surest and quickest way to succeed. This book will be an invaluable guide for your journey." (Steven R. Loranger, Chairman, President and CEO, ITT Corporation)"Dr. George Watts understands the mindset of effective global leaders. With Gandhi inspired introspection coupled with western leadership skills he takes the reader on a personal course of self development. A timeless and practical approach adapted to today's executive's challenges." (Dr. Sam Pitroda, Chairman of the National Knowledge Commission, India)"This is the rare book that stays with you long after you've read the last page. It compels you to think. It inspires you to think differentlyhellip;I feel like I just spent a weekend with my wisest, most trusted friend." (David Wilhelm, Founder and Partner, Woodland Ventures)About the AuthorGeorge W. Watts is managing partner of AST Management, a Chicago-based behavioral science consulting firm focused on partnering with clients in talent management.