

The Canadian Marketing Pocket Book

Management Models Pocketbook Coaching Pocketbook Openers and Closers
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models that explain what happened that predict what will happen and that reveal how to get results are described in the management models pocketbook a practical resource for trainers coaches and facilitators and a ready reference for managers the range of models described 10 in total includes john adair s action centred leadership model bruce tuckman s team development and behaviour model eric berne s parent adult child theory of transactional analysis and john boyd s ooda decision making model there are models too covering delegation motivation and communications for each model described author mike clayton outlines the problem that the model

addresses explains how it works first an overview followed by a more detailed explanation and uses examples to demonstrate how it works in practice a diagrammatic view of each model and references to related models add to the practical approach according to the 5 star review on amazon this is a brilliant book the author has clearly and simply explained the models and how they apply to everyday business a must for every training professional

coaching is aimed at improving performance at work this is done by turning the activities people do into learning situations in a planned way and under guidance the coaching pocketbook defines the coach s role and explains how coaching differs from the other helping skills of advising instructing counselling and mentoring there are four key stages to coaching namely assessing current performance levels setting outcomes for learning agreeing tactics initiating action and giving feedback the author explains each stage and then moves on to summarise the various skills required next the opportunities for coaching and the potential pitfalls are highlighted a checklist and a case study end the pocketbook on a practical note encapsulated my belief in the potential of people and showed me how to translate this into appropriate action for uk plc to win a global marketplace it is essential for managers and leaders to understand learning and to develop coaching skills this pocketbook provides a very readable insight into understanding the challenge an amazing amount of ground has been covered in this little book it unravels a complex subject in a very practical and easy to understand format

hot on the heels of their success with the icebreakers pocketbook authors alan evans and paul tizzard have once again harnessed their enthusiasm and creativity to write the openers closers pocketbook a collection of themed and non themed activities to give training workshops effective and memorable beginnings and endings this is a selection of short exercises and pithy stories to top and tail courses says tizzard we ve included quick icebreakers and lengthier more involved activities as well as short anecdotes to set the tone the emphasis of the openers closers pocketbook is on simple activities that require the minimum amount of preparation in the authors words grab and go activities that will give trainers new and imaginative ways to enhance their training delivery

a collection of 24 portraits of difficult participants encountered on training courses and at meetings meet the trapper the griper the silent cynic the whisperer and their many friends learn how to cope with them using such techniques as blockbusting psychological judo reframing self revelation and confrontation cartoons of the characters add to the humorous approach and there are four mini case studies i loved

the book it shows such a great variety of ways to deal with challengers

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