

# Bosses who Coach become Leaders that are followed

MARTIN GOODYER  
BEING A BOSS  
DOESN'T MAKE  
YOU A LEADER



"Accessible, engaging,  
provocative, conversational,  
confident...bang-on relevant"

Imagine being able to time travel and consult with people like Confucius, Socrates, The Buddha, Plato, Laozi, and Aristotle. Then imagine being able to ask them what questions they'd ask if they were Coaching-Leaders of today. What better way to turn 'Bosses' into 'Leaders' than learn from thinkers whose approaches have already changed the world?

## Martin Goodyer

Author of books on coaching, behavioural change, personal and organisational productivity, an executive & business coach to global leaders, development tutor to professional coaches, and public speaker. In this book Martin brings together his passion for coaching with an entertaining and educational exploration of 22 ancient philosophers.

## What's being said about

'Being a Boss doesn't make you a Leader'

"I love the style...it shows that philosophers have currency when considering contemporary leadership challenges" Dr Paul Brewerton, MD Strenghtspartnership

"Was this what I expected 'not a bit of it' - did I like it? I absolutely loved it!" Lesley Sparrow, Gaming Director, Les Ambassadeurs Casino

"A unique, educational but most importantly, fun way to describe how to be a better leader" David Thomas, Sunday Times #1 Best-selling Author

"A wonderful, engaging, and humorous read! Genius learning from past and respected geniuses" Trish Adudu, BBC Broadcaster and Presenter

## Workshops & Training

A variety of workshops and training options are available featuring the concept 'Being a Boss doesn't make you a Leader': Crypto-Coaching is the skill to utilise behavioural change coaching skills in everyday conversation - essential for effective leaders at every level. Manager-as-Coach is the incorporation of coaching skills into existing one-to-one managerial conversations - critical for managers to be effective leaders. Leadership Coaching is the embedding of a coaching approach and culture into an organisation - vital for organisations to be dynamic and competitive.

Modular workshops that incorporate coaching skills training are offered to address these issues and help turn bosses into leaders.

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