



## **The Dream Manager**

by Matthew Kelly

★★★★☆ (4.5 stars)

*Buy this book if:*

- *An inspirational look at how to empowering dreams can impact an organization*
- *You need a way to introduce the power and benefits of coaching to a business leader*

### **Overview**

This leadership fable is a fun, inspiring look at how companies can use coaching to build a stable loyal workforce. Admiral Janitorial Service is a company with 400% employee turnover. How do

you get people to *want* to work cleaning toilets? Admiral does it by learning to first pay attention to employees' needs, then to their dreams.

The book describes how this fictional company hired coaches as Dream Managers, and then turned them loose to help employees find and follow their dreams. Each employee is invited to meet with the Dream Managers, write down their dreams, and pick one to work on. Coaching techniques like goals, actions and encouragement are liberally used to help people get a win by accomplishing one of their dreams.

Intentionally written about an industry with high turnover to show that this kind of thing could work anywhere, the book profiles a manager tasked with turning around the turnover problem. While this is a management book, not a coaching book, it is an eloquent argument for investing in the personal lives of employees with coaching. It repeatedly emphasizes the bottom-line benefits of using coaching, which is absolutely vital to this audience. If you work with business leaders, this is a must read—being literate about what *they* are reading about coaching is a crucial way to move the conversation toward organizational coaching. This is also a great book to give to a business leader to bring understanding of what coaching could really do for his or her organization.

An appendix of tools and applications is included at the end of the book, although as a coach you probably have much of this stuff already. I would have liked to have seen more real life examples of this in action. The author has employed it at his own small firm with great success, but other case studies are few.

### **Summary**

If you want to read something inspiring and exciting about coaching, this book is a great choice. Well written, short enough to be digested in an evening or two, and done in a story format, it's a joy to go through. Business coaches in particular should be familiar with this book—it is the best introduction for the uninitiated about what coaching can do for a business that I have seen.

***Reviewed by:***

*Tony Stoltzfus, Professional Coach & Coach Trainer*  
[www.CoachingPastors.com/stoltzfus.htm](http://www.CoachingPastors.com/stoltzfus.htm)