



## [The Business Coaching Toolkit](#)

by Stephen Fairley and Bill Zipp

★★★★☆ (4.5 stars)

Buy this coaching book it:

- *You are looking for coaching tools to work with small business leaders*
- *You want to get more organized, focused and efficient in your own leadership*

### Overview

“Toolkit” is a perfect description for this book. Stephen Fairley (a top marketing coach) and Bill Zipp, a Christian small business coach, have joined forces to offer this excellent set of resources for coaching executives, managers and entrepreneurs. Each of the ten main chapters introduces a specific business coaching tool, explains its use, illustrates it with a case study, and ends with a list of 10 specific applications of the tool to coaching situations. There are also links at the ends of the chapters to on-line assessment tools you can use to set the table for the change tools in the book.

I found plenty I could use here—halfway through the book I was already applying the priority management/weekly planning tool to my own scheduling process, and thinking of how I could use it with two of my current clients. I like the Plan/Act with Authority/Review delegation framework (I’ve always seen myself as a poor delegator—it occurred to me that maybe I could learn), as well as the exposition of why vision and values make a real-world difference in a business bottom line. There are also chapters with models for effective feedback, lifecycles of a team, tools for creating a culture with the most effective affirmation/critique balance, leading from your strengths, and doing SWOT analyses.

An especially intriguing chapter dealt with some research on five key tasks that all individuals seek to accomplish: the Work, Love, Social, Self and Spiritual tasks. This looks like a great way to open the doors to the spiritual and personal arenas in a business coaching situation.

Much of this material draws on principles in well known works like *Good to Great*, *Crucial Conversations*, etc. The value is the specific application tools for coaching situations. The only thing missing is that I would like to have seen more coaching dialogs or specific hints on how to work the tools into an everyday coaching conversation. The final chapter offers a road map for this, but the signposts are pretty far apart.

## Summary

If you are looking for specific tools and exercises to use in working with business clients, this book is for you. With 100 specific coaching applications for these tools, you are sure to find enough to make the price of the book more than worthwhile. This is the kind of book you could have the client read and begin applying things out of it together. And there is a lot here that applies to your own coaching practice, too.

### ***Reviewed by:***

*Tony Stoltzfus, Professional Coach & Coach Trainer*

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