



FOR IMMEDIATE RELEASE -- January 2012

Contact: Miryam S. Roddy,
215-376-5082, mroddy@brodypro.com

Marjorie Brody Authors Book on Courageous Coaching

Jenkintown, PA – Finally, professionals can find easy-to-read, proven strategies for offering their direct reports coaching.

Hall of Fame speaker and Professional Certified Coach Marjorie Brody wrote a new book: *Courageous Coaching: How to Get Results by Coaching with Courage, Clarity & Conviction* (ISBN 978-1-931148-23-8, \$8.99, Career Skills Press).

Brody, President & CEO of BRODY Professional Development, delved into her more than 25 years of corporate coaching experience in writing this book. She has written many other books on business skills development topics, including *Speaking is an Audience-Centered Sport*, *Help! Was That a Career-Limiting Move?*, *Career MAGIC: A Woman's Guide to Reward & Recognition*, and *Professional Impressions ... Etiquette for Everyone, Every Day*.

“Continual coaching is key to building a team that performs to its full potential, achieves goals and gets results,” said Brody, reiterating what she said in the book.

The pocket-sized 8-chapter book addresses many oft-stated reasons that she's heard from past clients for not doing coaching: It's difficult to do, there's not enough time, it may hurt the person's feelings, and the “I don't know how” excuse.

Brody says there are no reasons for not offering coaching -- managers who don't coach their staff aren't fulfilling their responsibilities as leaders. Her *Courageous Coaching* book makes it even easier for executives to learn the basics – including providing a **coaching roadmap** to follow:

- Set Expectations of Others
- Share Observations/Examples
- Review Consequences of Action/Inaction
- Create an Action Plan

Since 1983, BRODY Professional Development has offered *Fortune* 1000 companies and executives customized training programs, executive coaching and conference speaking services in the areas of Presentation Power, Business Communications, Leadership Presence & Sales Impact. More information: www.brodypro.com.