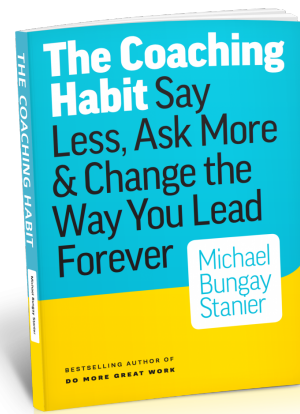


## **The Coaching Habit Say Less, Ask More & Change the Way You Lead Forever**

by Michael Bungay Stanier  
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Harlan Howard said every great country song has three chords and the truth. *This* book gives you seven questions and the tools to make them an everyday way to work less hard and have more impact.

*The Coaching Habit* has received praise from thought leaders such as Dan Pink, David Allen, Brené Brown and Dave Ulrich, as well as senior leaders from over 100 organizations, ranging from Facebook to TD Bank.



Michael Bungay Stanier is the Senior Partner and Founder of Box of Crayons. An Australian Rhodes Scholar now enduring Canada's winters, his other books

have included the best-seller **Do More Great Work** and the philanthropic **End Malaria**.

## **This practical and engaging book offers you at least 12 potential story angles for an engaging and useful article.**

### **If Performance Management is dead ... what's filling the void?**

Everyone's piling on and declaring the old way of doing Performance Management as dead and buried. But what's replacing it isn't yet clear - everyone's got a different take. But one thing seems to be consistent: managers need to coach more. But manager are flat out busy: who has time to coach? No-one. Unless they realize they can coach in 10 minutes or less. *The Coaching Habit* offers the seven essential questions and the way to make them an everyday tool, so every manager and leader can coach in 10 minutes or less.

### **How to build a habit that sticks (pp. 16-27)**

The second chapter of the book focused on the new habit formula, a simple three-step process that draws on psychology, behavioural economics and neuroscience to help embed a new behaviour. With nods to Charles Duhigg (*The Power of Habit*), BJ Fogg (*TinyHabits.com*) and more, it punctures the myths and lies about habit building and gives people the formula they need

### **This is how you stop the chit chat and get into a real conversation fast (pp 35-48)**

There's nothing like a good opening line, whether it's "In a galaxy a long, long time ago" or "did it hurt when you fell from heaven?" Having a powerful opening question - the Kickstart Question - can stop the syndrome of the frustrating conversation that never quite gets to the point.

### **Is this the most powerful coaching question in the world? (pp 55-72)**

There are many powerful questions out in the word. But there's only one question that makes every other question more powerful and more effective. It's a question of only three words, but it's no coincidence that the acronym is AWE...

## **Why our busy-ness is going up, and our impact is going down (pp 79-98)**

In most organizations people are working hard and coming up with outstanding ideas to solve ... the wrong problem. People too easily mistake the first challenge that's raised as the real challenge. But it so rarely is. There's one question - the Focus Question - that slows the rush to fix the first challenge and helps people get to the heart of the real challenge.

## **The three reasons we're all solving the wrong problems (pp 86-92)**

To be more effective and have more impact, we've got to be working on the real challenge. But somehow we all end up working hard on other problems that might be intriguing ... but are just not as important. What keeps distracting us? There are three familiar patterns that can keep us from honing in on the real challenge: Proliferation of Challenges; Coaching the Ghost; and Abstractions & Generalizations.

## **Is Laziness the secret of effective leadership? (pp 133-152)**

If you're succeeding at work, it's a sure bet you're not lazy. But it's also a sure bet that you're at full capacity. You just can't do any more, because you're already working all the hours there are. It's time to do something differently, and using the Lazy Question might just be the most simplest new tool to increase your level of impact.

## **Why strategy is mostly about questions and not answers (pp 159-178)**

"Plans are useless, but planning is indispensable," said Eisenhower. And yet our strategic conversations tend to be all about the output: that thick document laying out the next 12 months, 3 years, 5 years... But Eisenhower was right. And the essence of planning is the smart question.

## **The hardest question to answer for the ambitious leader (pp 159-178)**

If you're looking to shoot up the corporate hierarchy, if you're claiming the moniker of HiPo, if you're wanting to make a dent in this universe then there's one question you must be able to answer. It's the Strategic Question, and in many ways it's the hardest question of all to face.

## **Stuck in the crippling Drama Triangle? Here's how to escape (pp 136 - 142)**

A little known but powerful model explains why most managers spend their time ineffectively overworking, and frustrating themselves and their team in the process. The Drama Triangle, based on the therapeutic model Transactional Analysis, suggests three roles get played at a time of dysfunction: Victim, Persecutor and Rescuer. Understanding those three roles (and how to escape them) offers managers and leaders the opportunity to work less hard and have more impact.

## **The neuroscience of engagement (pp 117-123)**

Neuroscience is the new frontier in management and leadership skills. Brain-based science is giving us a deeper understanding of how we really work and the implications for being an effective leader. In *The Coaching Habit* we share the TERA model for understanding the neuroscience of engagement, and which question (of all the questions) might be the most effective at raising the TERA Quotient.

## **How to ask a question well**

It's one thing to know the seven questions. It's another thing to be able to ask them well. Throughout *The Coaching Habit* are eight Question Masterclasses that share some of the simple (but surprisingly difficult) tips on how to ask a question well.

## **Curious? Tempted? Interested?**

For further information, copies of the book, access to the author and other things that could be useful... please contact Shannon Minife, Director of Outreach, at [Shannon@BoxOfCrayons.biz](mailto:Shannon@BoxOfCrayons.biz).