



# I Want a Coach

**Marleen Boen  
Leen Lambrecht  
Georges Anthoon**

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- Defining the concept and practice of coaching as a means to success, why there is a growing need for it in business, and what results can it achieve

In today's highly competitive business world, companies, their managers and executives are under constant pressure to achieve results. In order to survive, they need to be pro-active and flexible in their thinking and decision-making. Increasingly, managers are using the skills of professional coaches. Coaches act as sounding boards; offering new perspectives on problem-solving, facilitating a more productive and creative management exchange. Due to its proven success, there has been a greater interest and openness towards the role of coaching in recent years. Often however, there is a reluctance for organisations to take on board the value of coaching, possibly due to negative beliefs, inherent prejudice or simply a lack of understanding as to its role. In *I Need A Coach*, Leen Lambrechts and Marleen Boen aim to create greater clarity. In their fluent and accessible style, they shed light on what coaching really is, why there is a growing need for it, and ultimately outline its potential for guaranteed success.

**Marleen Boen and Leen Lambrechts** have between them over 40 years of business coaching experience; they are considered pioneers of executive coaching in Belgium. In 2005, they founded the Coaching Square, the first tri-lingual coaching company in Belgium, accredited by the International Coaching Federation (ICF) for their ROOT and GROW training programs. As coaches, they accompany SMEs and multinationals in the implementation of all aspects of a coaching and feedback culture. **Georges Anthoon** has had a rich career as HR director in companies such as Shell, Coopers & Lybrand, Belgacom and AXA. Since 2011, he has been working as an external corporate manager, a senior associate at the Management Centre Europe (MCE), executive mentor and professional certified coach at the Coaching Square. He is the author of the bestseller *Talent in Action* ISBN 9789020974775 (Management Book of the Year 2007).