

What Great Leaders Say...

"I read this new book with great interest and found the examples very useful. The "culture of coaching" is a concept we are learning to embrace at Celestica. Our (My) objective is to "not only attract exceptionally talented people to Celestica, but use your powerful coaching techniques to get these talented people to continuously produce wildly successful results together!" Your ideas in this book are an essential part of the toolkit to help us realize our aspirations. Thanks for your continued contributions to the "coaching practice" and best wishes for a huge success in the launch of your new book!"

- Craig Muhlhauser, President / CEO, Celestica

Robert Edmonson's book on coaching is a must read for every person who aspires to be a good leader. The concepts in Edmonson's book combine research on brain functions along with insight on human behavior to provide a powerful tool for effecting change. The book is simply organized and takes us through a step by step journey on how we can develop the techniques to lead and effect changes and to get results quickly. I found the book easy to read and the concepts easy to follow. The "Key Success Points" at the end of each chapter also serves as a useful reminder of the key concepts. I am absolutely convinced that if everyone in our organization adopts the techniques and concepts outlined in Edmonson's book, we will become a truly high performing organization and our personal relationships with friends, families and loved ones will also improve. This book is the living proof that we can all unlock the power within us if only we re-focus on creating new wiring and habits a la Edmonson.

- Bernard S.Y. Fung, Chairman / CEO, AON Asia Pacific

"I really like this book! It's something that can be read in pieces. Each chapter is topical and self contained. It provokes thought and reflection on how we interact in just about all interpersonal situations...work related and not... as a team leader and as a team member. I especially like section 3. I agree that credibility is everything in a leadership role. If you don't walk the walk, if you don't listen to your employees, if you don't concentrate on building a legacy of building tomorrow's leaders, you have not done your job and you are not the leader you think you are. He who builds an organization transcending themselves and continues on without losing a beat, when they leave, is a true success."

- Patrick Geiger, President / COO, CGF Industries

What 'More' Great Leaders Say...

"I found this book excellent and very practical. It contains great insights magnified by the clear examples and scenarios that I began applying immediately....with amazing results. It provided a comprehensive view of coaching methods, answering both the 'whys' and 'hows' with effective examples. Although I tend to speed read, this book managed to hold my attention. I truly believe if readers use this book, as I have daily, and practice the powerful techniques, that it will unquestionably improve their leadership skills and maximize organizational performance."

- Rob Sellers, Senior Vice-President / General Manager, Celestica Asia

"Having read many books on leadership, management development, EQ, coaching and the like over the last 23 years as a HR professional, I am very glad to have finally landed on Robert's "*What Great Leaders (Should) Know*". It is just the encyclopaedia any manager needs to have to better equip themselves on effective leadership, coaching and management skills – look no more! The practical tips are easy take-aways for quick implementation both on a day-to-day on demand basis and as a planned process – and yet very powerful! It is now a "must-have" on my work desk...."

- Ee Lan Kok, Senior Vice President, Regional Human Resources, TÜV SÜD

"So you think you are a good Leader – but are you a GREAT Leader? Have you ever come out of a meeting with an employee, a team, your boss, a colleague or a client and thought – that didn't go as well as I hoped.... if that's you, then you need Robert's book. As a successful person in a Leadership role you probably think 'what does Coaching have to offer me?' Well Robert takes the time and trouble to explain just how important Coaching is to becoming a GREAT Leader. He is able to take a complex and very broad subject and present it in easy to digest chunks. Dipping into the pages packed with guidance with great real-life examples you will discover things about yourself you didn't know. We are all very busy people and I particularly like the way Robert has structured the text into chapters of just the right size that you can fit into those few spare minutes between meetings, over a coffee or even on the way to work. Yes stores are packed with other books covering most of what is here, but I challenge you to find another book where it all comes together in a single volume that is so easy to read. Working with Robert through the different sections you will find simple to understand and apply exercises which you can use the moment you put the book down. Putting it into practice you are sure to see the positive results straight away. Oh, and should I mention that it is great fun too.....? So you think you are a good Leader..... think again your path to being a GREAT Leader lies within these pages get reading!"

- David Smith, Global Head, HSBC Software Development

What 'Even More' Great Leaders Say...

"[I believe] There are golden truths in this book, shared and communicated with elegant simplicity and clarity. The concepts on leading people are powerful and profound --- and they focus on finding the 'greatness in others'. It has redefined for me the meaning of a 'great leader', and redefined how I want to lead others and my own leadership capabilities. The book offers reflection in the world of wisdom quotes yet also serves as practical reference guide. I find myself using it often, and I often find myself thinking deeply about my approach to others. Quite frankly, it is easier for managers to "tell" and staff to "listen". But it takes considerably more effort and skill to achieve greatness from others. Making and developing other great leaders is hard work. This book doesn't provide any shortcuts --- there are none --- but it enlightens and enriches deep thought in this area."

- Brian Lau, Vice President Business Development Group, Celestica Asia

"I found this book to be very insightful. It provides a lot of simple and very straightforward tips and methods that can be readily applied in everyday's life, both at work and at home. The fact that its content is derived from many real cases of leadership challenges experienced by its author makes it even more powerful and relevant to today's business environment.

As our economies and therefore our corporate organizations are increasingly moving into a service-oriented business model, with educated manpower, one cannot ignore the growing "human factor" in our daily operations. Our most critical intangible asset – our human capital – poses great challenges as well as opportunities to our leaders to maximize the organizational performance. I found in this book practical and effective ways to address those challenges and leverage opportunities. I just can't wait to put them into practice!"

- Frederic Maury, Managing Director, TÜV SÜD

"An easy to read, good to navigate through manual for effective coaching based on the concepts of EQ, NLP and Neuroscience with plenty of useful examples of powerful questions. Robert provides many insightful, lively and truly inspiring examples of coaching situations which are not only applicable in the workplace, coaching a team, but also in our private lives with family and friends. The book could not only change your thinking, but also be a roadmap to becoming a trusted leader".

- Axel Lachhein, Regional Account Director, Consumer Healthcare, GlaxoSmithKline

'Even More' Great Leaders Say...

"What Great Leaders (Should) Know is an empowering guide for anyone who has a desire to become an extraordinary leader. The book gives you useful, practical tools in a logical and easy-to-understand manner. It communicates rich content on how to become a coaching leader by executing powerful coaching techniques. Although the book offers a countless tools that I have used with others at different levels, I especially like the 'Need Sales? Coach Prospects into Buying' section. The 'NeuroSales' coaching approach proved effective for me and my sales team by changing the way we think. We immediately observed a difference in client responses that stimulated sales and most importantly, has served to build strong client relationships that will result in repeat business."

-Law Fung Yee Forster, Senior Business Development Manager, AXA Group

"In our fast changing world corporations are constantly bombarded by unexpected forces. Continual staff learning and their adaptability to the ever changing market demands is a decisive factor to organizational success. Robert's book provides a step-by-step guide for leaders to create an environment that minimizes counter-productive thinking, maximizes individual potential and promotes a mentality that is positive, forward-looking and conducive to creativity and success. I especially appreciate how he applies and organizes the knowledge and research on individual, interpersonal and organizational psychology coupled with how the brain functions in an easy to understand format."

- Laurene Man, Psychological Counselor & Family Therapist