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Contact: Jennifer Kwiatkowski  
(970) 382-7143  
[kwiatkowski@lorenet.com](mailto:kwiatkowski@lorenet.com)

## ***Adaptive Coaching is Setting the Coaching Industry on Its Heels***

Durango, CO—Coaching is one of the fastest-growing human resources and performance improvement industries. However, research shows that 60% of coachees say that they would like better coaching than they are receiving now. Over 45% of coachees report that their coaching sessions with their current coach have not had much positive impact on their work performance. This alarming data shows that this new industry is failing to deliver as promised.

***Adaptive Coaching: The Art and Practice of a Client-Centered Approach to Performance Improvement***, by Terry R. Bacon and Karen I. Spear, honestly confronts the shortcomings of coaching as it is currently conceived. Using original research on coaching, it includes a new model of coaching style preferences. It provides pragmatic techniques to help coaches discover their clients' preferences, explore clients' underlying needs, and adapt their coaching approach to their clients.

One of the major goals of ***Adaptive Coaching*** is to improve the quality of coaching and the sophistication of coaches' approaches to helping. As the talent war continues, more companies are turning to coaching as a principle means of developing their existing people in an effort to produce extraordinary results from almost everyone. Companies are investing more in coaching and expect more from it. Because coaching is an inherently valuable process, the authors hope that the model and approach presented in ***Adaptive Coaching*** will provide coaches with the tools to achieve results with their coachees that meet the expectations of the companies making the investment.

**Adaptive Coaching** establishes the importance of adapting to clients' coaching preferences and shows coaches how to understand what it means to work within the client's context and to be more effective at helping clients change and develop. This refreshing change to how coaches approach their practice challenges the simplistic views of the nature of human change and development and the exaggerated claims about what coaching can accomplish.

Title: Adaptive Coaching: The Art and Practice of a Client-Centered Approach to Performance Improvement  
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*For author interviews, call Jennifer Kwiatkowski at (970) 382-7143.*

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