



## **Coaching for Commitment: “It Will Revolutionize the Way You Think About Coaching”**

*Cindy Coe, President of InsideOut Discovery™, Inc. (IOD) an international executive coaching and consulting firm based in Pueblo West, Colorado, today announced the much anticipated release of Coaching for Commitment: Achieving Superior Performance from Individuals and teams (Ed. 3) by John Wiley & Sons Publishers.*

Pueblo West, CO, March 08, 2008 --(PR.com)-- Cindy Coe, President of InsideOut Discovery™, Inc. (IOD) an international executive coaching and consulting firm based in Pueblo West, Colorado, today announced the much anticipated release of Coaching for Commitment: Achieving Superior Performance from Individuals and teams (Ed. 3) by John Wiley & Sons Publishers.

The Coaching for Commitment package is a Wiley Best Seller and consists of several all new components which include a book, 2-day coach training workshop, assessment, discussion guide and more. This widely renowned program is a revision of the pioneering coaching work of Dennis Kinlaw (deceased).

Coe, and co-author Dr. Amy Zehnder, Vice President of IOD - both graduates of Corporate Coach University International and highly experienced executive coaches - were approached by Pfeiffer (a division of Wiley) nearly four years ago for their expertise in revising, updating and modernizing this classic coaching program. The result is a comprehensive, well thought-out, streamlined and energized coaching program that the authors say, “will revolutionize the way you think about coaching!”

Never before has there been a program that so clearly distinguishes coaching from the other roles that people play. By Introducing the Role Model, using the ground-breaking "What" & "How" method, and by way of the Coaching Skills Inventory (CSI); Coe & Zehnder are the first to clearly define the roles of coach, mentor, manager and instructor (consultant) - and the first to teach others how to recognize when the use of each role is appropriate! The C4C™ workshop focuses primarily on the coach role.

Coe said in her statement, “Let's face it. In organizations we as leaders want to have the reputation of a great coach - A good listener and effective partner who motivates, instills confidence, and inspires innovation and growth in others - and yet, we continue to struggle with the actual practice of coaching while the pressure of quantitative-corporate-thinking© (QCT) mounts. Opting more often for the 'easy way out' of telling and solving. With this program, we hope to affect a shift in the way you think about coaching. We want you to see coaching in a whole new way and to provide you with the tools to 'walk the talk' of coaching. If you do that, I can assure you that Coaching is an investment in people that leads to bottom-line results!”

Zehnder, who is also an International Coach Federation Professional Certified Coach said with regard to the program, “The type of coaching that we are talking about with C4C™ is a new way of thinking, and a new way of communicating for most people. It finally takes the pressure off of you to solve others' problems; because for the most part, they don't embrace your solutions anyway. Pay attention to how



often you throw out a solution and no one hears it. Replace that with a great [thought provoking] coaching question, and they're all ears!"

The author's recently conducted a HR.com webinar to showcase the program. [Click here to view the archive.](#)

Coe and Zehnder are available for keynotes and to conduct the C4C™ workshop in your organization. These two authors are dynamic master facilitators and through IOD offer the only train-the-trainer certification available for the C4C™ program. In an effort to help organizations create cultures that support coaching, Coe and Zehnder have also created a 1-day adjunct Creating a C4C™ Culture workshop, which uses proven coaching tools and real-world input and ideas from participants. The goal of the workshop is for participants to construct a workable strategy for creating and maintaining a coaching culture within the organization. In addition to this adjunct program, IOD has built-in components such as identification of a core group of "C4C™ Coach-Advisors" within the company, ongoing checkpoints, and monthly team flex-coaching© sessions for these advisors over a period of 3-12 months.

The Coaching for Commitment™ (C4C™) package, officially published in December 2007, is now widely available through various sources such as the Wiley website at [www.wiley.com](http://www.wiley.com). Additional information on the program can also be found by visiting the IOD website at [www.insideoutdiscovery.com](http://www.insideoutdiscovery.com). Coe & Zehnder can be reached by email at [inquiry@insideoutdiscovery.com](mailto:inquiry@insideoutdiscovery.com) or by phone at 719.761.5226 (USA).

#### About InsideOut Discovery™, Inc, and the Authors

InsideOut Discovery™, Inc. (IOD) is a full service coaching and consulting firm specializing in Executive Coaching, Team Building, Facilitation and Instructional Design. Founded in 2002, this dynamic organization serves clients in a variety of industries within the US and abroad, and is celebrated for taking an individualized approach with every client.

Cindy Coe is the President of InsideOut Discovery™, Inc. and a former Fortune 50 company learning and development manager. She is an author, entrepreneur, highly skilled executive coach and speaker. Cindy is a recognized expert in enhancing organizational effectiveness by working with leaders and managers to create customized teambuilding and learning and development programs.

Amy Zehnder, Ph.D., PCC, Vice President of InsideOut Discovery™, Inc. is a dynamic presenter and recognized expert in talent management and learning and development. Amy is an author, speaker, accomplished executive coach and organizational development professional. She is sought after for her unique ability to turn strategic viewpoints into tactical actions. With 20 years of experience, she has helped thousands of leaders achieve amazing results by improving leadership effectiveness.

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