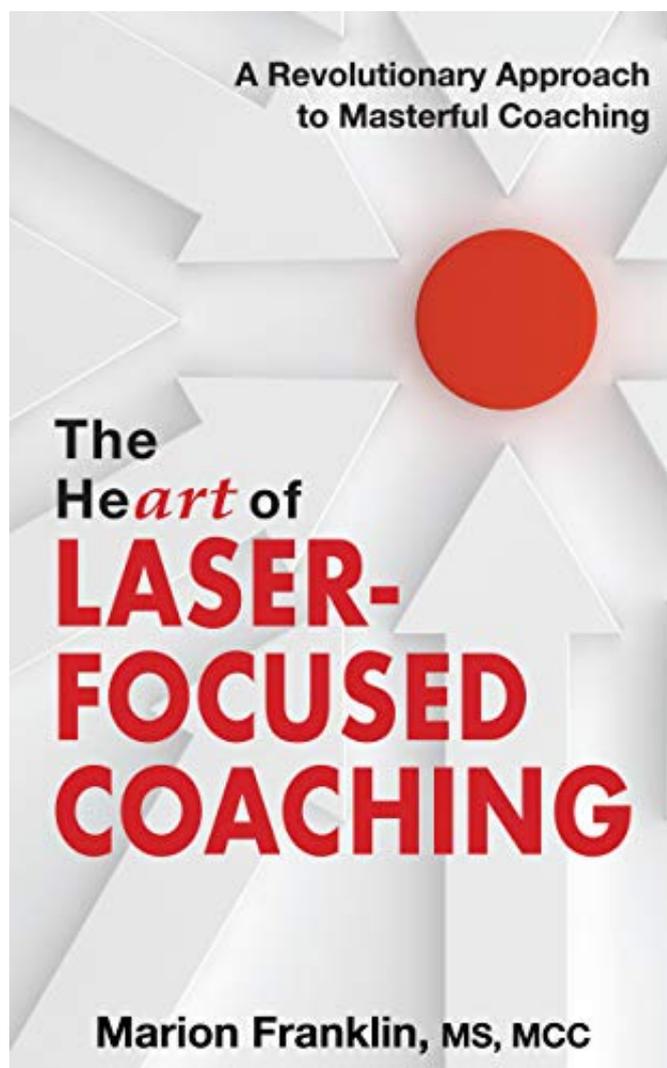


The HeART of Laser-Focused Coaching: A Revolutionary Approach to Masterful Coaching

by

Marion Franklin



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Synopsis

What would it mean for your coaching if you got right to the heart of the matter — every time? You can. Learn rarely taught tips and concepts that will immediately elevate your coaching while avoiding the common pitfalls. New and experienced coaches alike will benefit greatly from the detailed strategies and wisdom shared from Marion's years of experience.—Cheryl Richardson, NYTimes Bestselling author of *Take Time for Your Life* Marion Franklin, the Coach's Coach, has been training and mentoring coaches for more than 20 years. Every student she has mentored or taught who sought ACC, PCC, or MCC has gotten their credential using the material in this book designed for all levels of coaches. No matter where you are in your coaching journey, this book has something for you. This book is different because it:

- Includes brilliant tools for beginner-to-seasoned coaches
- Offers advanced techniques for developing powerful questions without any lists
- Provides principles of human behavior that help you quickly identify what's really going on
- Contains the 25 Themes that underlie every coaching situation and make coaching and questioning much simpler
- Shares a step-by-step, easy to follow, way to create a shift in perspective
- Presents 17 strategies that clients unknowingly use that actually work against, not for them

Begin using even one or two of the concepts and principles in this book and notice your coaching immediately elevate to a new level. Your clients will notice the difference! You will experience this innovative approach to masterful coaching with two full laser-coaching sessions with commentary — much like eavesdropping in on the mind of a master coach. Marion shares unprecedented concepts that will help new coaches and even the most experienced coaches gain new insights and ideas, including a deeper understanding of what they already know.

- Automatically improve your coaching by applying one rarely known principle.
- Never feel stuck around what question to ask.
- Feel more confident by quickly identifying what's really going on.
- Know exactly what to listen for in every conversation.
- Discover a simple “2 inquiry” approach that instantly enables you to deepen your curiosity.

This book will not only boost your confidence and mastery as a coach, it will enable you to produce sustained results for your clients. I designed this book to not only show you what laser-focused coaching looks, sounds, and feels like, but to show you HOW TO coach for permanent, life-altering change. When using the Laser-Focused approach, you'll be able to:

- avoid getting seduced by the story
- ask questions that get right to the heart of the matter
- have the client do all of the summary
- know how to create the shift and what to do afterwards
- recognize the client's underlying pattern and know how to address it and so much more

The HeART of Laser-Focused Coaching — A revolutionary, unprecedented approach makes coaching easier while also enhancing your ability to help clients create deep and profound change. Transform your coaching into something so powerful and life-changing that your coaching consistently flows and becomes effortless.

What people say about this book

Mrs. Emma L. Elsey, "Are you a Coach? Grab a Pen & Notebook!. If you're a coach, this is a book you'll want to read with a pen and notebook alongside - to jot down the thoughts and ideas you have for your current clients - and more! There are lots of great examples to illustrate the difference that the Laser Coaching method can make to 1) what the coach focuses on and 2) the outcomes that can be achieved as a result. We know the client's mindset is important, but what about ours? We are encouraged to be more direct (which I love!) and to focus on transformational coaching - as opposed to a pure problem/solution approach. I totally agree that we shouldn't just "believe the client" and should delve deeper into the story and underlying beliefs and assumptions for the greatest impact. And the author helpfully ALSO shares her method to do just that!! I love that we are asked questions throughout the book to help us reflect on what we've personally taken away. And we're also asked where it could lead if you implement her laser-focused coaching method! As someone who has been coaching for a number of years, I loved the concepts shared. I agreed with many, AND I have also been given some fresh, extremely practical ideas to try!! I thoroughly recommend this book to all levels of coaches, but especially those coaches who have been practicing for a while, or may feel they've got stuck in a rut!"

D. Shen, "Best coaching book out there hands down!. I am a current coaching student and have looked at and/or read many coaching books from a wide variety of areas, evidenced based to different schools of thought. This book is BY FAR the best coaching book I've read out of all of that. It not only distills down the essence of coaching, but then breaks it down for optimal learning. So you're not reading a bunch of theory, or reading a self help focused book and trying to figure out how to not apply it to yourself but as a coach. There are so many gems in this book and it really teaches you how to "laser in" to whatever is really bothering your client, or their true barrier to reaching whatever goals they may have. It goes way beyond just instilling habits as many have written about; in fact, I have personally discovered that habits, while they can be effective, they are more often just another tool in our toolbox and more often it is a secondary strategy, not the first. Marion's book really teaches you how to first figure out what the barriers truly are, and then reach a shift in thinking. Once that shift has happened, then you can deploy your tools to reinforce, like habits or all the other things you can find in other sources and books. This book really is a gem and highly recommend it for beginning to expert coaches - there is also a course on Marion's site and I encourage you to take it, which teaches the book's concepts. I'm going through it now and it really brings the book's contents to life."

TT, "Worth It's Weight in Gold. Read the biography above and you'll know why Marion Franklin is highly qualified to write a book that encapsulates the heart of coaching and shares that heart with wisdom and skill. This book is simply brilliant - it picks up where other books and training

leave off. It gives coaches, whether professionally trained or not, the tools necessary to be a true agent for change in their client's lives. Though the book has a textbook-like depth of information, it's a fascinating and interesting read. Every bit of information makes so much sense: e.g. how she breaks down the coaching conversation into three parts, yet dissects each part for complete understanding; her encouragement to use silence and themes; her unique way to ask questions and create shifts. These have already helped me to significantly change my coaching perspective and approach. Woven into all this amazing information are actual conversations with her own clients, which are made more impactful because she tells the reader what her thinking process was throughout the conversation. Whether you're trained or not, a new coach or highly-seasoned one, I fully recommend this book. It is truly worth its weight in gold."

Yakov Pyatnitskov, "A great way to go beyond "how-to" coaching books. I am ambivalent about this book. Overall, it is a great coaching book and one that I will re-read again to better grasp the concepts and the mindset of getting to the heart of the matter. Getting to the heart of the matter is much better than applying coaching "prescriptions": lists of questions or techniques that make coaching mechanistic and do not solve the deeper-rooted problem or block of the client. But I also had problems with the book. Some passages I had to read again and again. It can be that I was distracted but I at times I found sentences slippery, imprecise or just too general or obvious. Maybe it is because I am just not on the same wave-length with the author. To repeat again -- the intention and the ideas in the book are strong. I was impressed by a demonstration in an early chapter how Laser Coaching or Deep coaching and conventional one differ. Within minutes the former leads to discovering something new and important about the client and the latter just beats around the bush with questions like "How do you want the ideal outcome to look like?" quickly solving the wrong issue. So, my advice to you is to get a sample and see for yourself if the book is for you. I will definitely re-read it some time in the future."

Pat Loudon, "Pearl after pearl of coaching wisdom!. The valuable insights provided by Marion Franklin in this book are priceless. If you are looking to go deeper with your coaching and go beyond "the outline or program" provided by many coaching schools, this is the resource for you. Presented in a clear and logical manner that also provides questions to prompt introspection, you will find this book to be a go-to reference to develop a finer coaching edge and then keep it honed. I employ Marion's coaching approach and my coaching quality almost immediately improved many folds. A gift to the coaching world that should be a standard for new coaches."

Linda, "By far the best book on coaching that I have ever read. I have read many books about coaching since my diploma in executive coaching, back in 2017. This book is by far the best one. What makes it so? You might ask. What I most value is the application. You go from reading the book to applying these concepts almost immediately, and you can see the impact on the

coaching process right away. For example, Marion outlines 25 coaching themes and specific questions to explore them. Then she provides clear examples of how those themes show up in conversations and what a masterful coach would ask vs a less experienced coach. Beyond the robust inquiry process and the articulation of the themes, I love the whole person approach. The book reminded me that I don't have to believe my clients' stories. Instead, it's critical to be curious about who is struggling and why. As coaches, focusing on the problem doesn't help the client beyond the surface level. Marion's book is a masterfully written invitation to get to the heart of the matter, where we can genuinely help the client see the world differently."

Martin Vera, "A Must Read for ...just about anyone. Though targeted to coaches, this book is a great tool for anyone looking to have more meaningful and connected conversations. For coaches, it is a holy bible of information, frameworks (and lack thereof), and experience. It explains and clarifies many mispractices in the industry and provides a more holistic experience for both coach and client."

Lena, "Game changer. An amazing resource for both new and experienced coaches. A must have 'how to'"

Constanca P. Silva, "Incredibly useful!. I loved this book. It is on my bedside table since then. Before sessions I like to read a random page and I always find it useful. I read it several times and it keeps inspiring my work and myself. Simple, precise, focused, from the heart."

IwZ, "Sharp to the point! Very clear explanation of a good coaching session. The author explains very well how to approach different clients, with different underlying types of recurring problems and ways to try to help them in reaching their solutions to them. It concentrates on a very practical but at the same time deep approach to coaching."

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