

A major new edition of the world's *#1 COACHING BOOK*  
Featuring the powerful GROW model

# COACHING for PERFORMANCE

The principles and practice of coaching and leadership

5th  
Edition

Foreword by John McFarlane, Chairman, Barclays

**SIR JOHN WHITMORE**

Performance Consultants International

*"Coaching for Performance raises the bar."*

**Jorge Paulo Lemann, Co-Founder, 3G Capital, and Director, The Kraft Heinz Company**

"This remarkable new edition of *Coaching for Performance* will assure its gold standard status for another generation. It sets out how to measure the impact which, until now, has been the holy grail of coaching – demonstrating that the return on investment is phenomenal. *Coaching for Performance* is not only a must-read, it is also a book you need to keep by your side as a 'must-reference'."

**Karen Mathre, Coaching Center of Excellence Leader, Medtronic**

"It's people that make the difference. *Coaching for Performance* complements our culture and has considerably improved how we work together and the quality of our collaboration; leading to a measurable impact on our business."

**Pat Roche, President, Industrial Group, Moog Inc.**

"Transforming our capitalist system to embody the principles of sustainability is one of the grand challenges of our time. Sir John and Performance Consultants demonstrate clearly that this system-wide transformation depends on personal transformation too. Coaching is fundamental to enabling this. A vivid and fresh book that I highly recommend."

**Colin le Duc, Co-Founder, Generation Investment Management**

"As a repeat customer of Performance Consultants, I have seen their coaching work in action and how it transforms leaders and organizational culture. This book is a must-read."

**Thorsten Klein, Director, Global Talent & Organization Development, eBay**

"Leading is about risk-taking and showing the people in your organization that you will give them the trust, and the responsibility, to find their own way. How you do this can be discovered in this book."

**Daniel Quirici, Group Managing Director, Echo Capital UK Ltd**

"This edition of *Coaching for Performance* synthesizes Sir John's vision and must be the one book that all business leaders have to hand as support for their daily management issues."

**Michael Hacking, Founder and CEO, Mocoh SA**

"This book is about more than coaching; it is undoubtedly a valuable twenty-first-century strategic organizational development resource. The insights, frameworks, and resources provided can help ensure organizations manifest the ROI that may be realized from coaching-informed interventions."

**Vyla Rollins, Executive Director, London Business School Leadership Institute**

"Transformational coaching enabled me to become a more effective leader, which resulted in the release of huge energy into the business from our people and tripled profitability."

**John Duggan, former Chairman and Chief Executive, Gazeley**

"The principles outlined in this book have provided an impetus for change in business that helps improve employee job satisfaction and delivers improved results."

**Patrick Murphy, former Chairman, Ryanair**

"Coaching is a proven way to achieve success and this book excels in laying out that path and, crucially, how to measure the impact along the way. This new edition is itself the highest-performing player in its field."

**Juliet de Baubigny, Senior Partner, Kleiner Perkins Caufield & Byers**

"My organization is passionate about harnessing the potential of the finest ingredients. The *Coaching for Performance* program enabled me to apply that passion to our greatest resource – our people."

**Sandeep Verma, Managing Director, Liz Earle**

"Organizations whose leaders adopt a coaching style get to market first and serve their customers, employees, and shareholders best. This book is essential reading for every leader – from the CEO to each digital transformation practitioner."

**Martin Toth, Co-Founder, Danowsky Gruhn Toth & Partner**

"For those implementing Lean, *Coaching for Performance* puts empathy, heart, and purpose right at the center of it, and gives practitioners a turbo boost to improve performance."

**Caroline Healy, Senior HR Manager, Medtronic**

"Performance Consultants are without doubt the market leaders in coaching globally. This new edition brilliantly shows how success comes from holistically maximizing the potential of people, and strong ethical principles, rather than a narrow focus on profit."

**David Sanders, Founder, CleanTech Advisory, former Director, Carbon Trust**

"*Coaching for Performance* has become a bible of the art, process and understanding of coaching."

**David Hemery CBE DL, Olympic gold medalist, Founder of 21st Century Legacy**

"This new work offers great wisdom and will help take coaching in organizations to a whole new standard and relevance. Not only a must-read but a must to act on."

**Robert J. Kriegel Ph.D., author of international bestseller**

***If It Ain't Broke BREAK IT!***

"*Coaching for Performance* should be required reading for anyone interested in power."

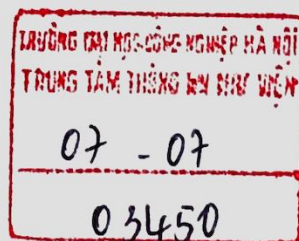
**Jane Renton, author of *The Economist: Coaching and Mentoring***

# Coaching for Performance

The principles and practice of coaching and leadership

SIR JOHN WHITMORE

PERFORMANCE CONSULTANTS INTERNATIONAL



NICHOLAS BREALEY  
PUBLISHING  
London • Boston

First published in Great Britain in 1992 by Nicholas Brealey Publishing  
An imprint of John Murray Press  
An Hachette UK Company

Fifth edition first published in 2017

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A CIP catalogue record for this title is available from the British Library

ISBN 978-1-47365-812-7  
Ebook ISBN UK 978-1-85788-409-8  
Ebook ISBN US 978-1-47364-457-1

Typeset in Celeste by Palimpsest Book Production Ltd, Falkirk, Stirlingshire

Printed and bound in Great Britain by CPI Group (UK) Ltd, Croydon CRO 4YY

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recyclable products and made from wood grown in sustainable forests.  
The logging and manufacturing processes are expected to conform to  
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Nicholas Brealey Publishing  
John Murray Press  
Carmelite House  
50 Victoria Embankment  
London EC4Y 0DZ  
Tel: 020 3122 6000

Nicholas Brealey Publishing  
Hachette Book Group  
Market Place Center, 53 State Street  
Boston, MA 02109, USA  
Tel: (617) 263 1834

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# COACHING DELIVERS HIGH PERFORMANCE IN YOU, YOUR TEAM, AND YOUR ORGANIZATION

*Coaching for Performance* is the definitive book for coaches, leaders, talent managers, and professionals around the world. An international bestseller featuring the influential GROW model, this book is the founding text of the coaching profession. It explains why enabling people to bring the best out of themselves is the key to driving productivity, growth, and engagement. A meaningful coaching culture has the potential to transform the relationship between organizations and employees, and to put both on the path to long-term success.

Written by coaching industry pioneer Sir John Whitmore and Performance Consultants, the global market leaders in performance coaching, this extensively revised and extended edition will revolutionize the traditional approach to organizational culture. Brand new practical exercises, corporate examples, coaching dialogues, and a glossary strengthen the learning process, while a crucial new chapter demonstrates how to measure the benefits of coaching as a return on investment, ensuring this landmark new edition will remain at the forefront of professional coaching and leadership development.

**"In this Fifth Edition of *Coaching for Performance*, Sir John Whitmore and Performance Consultants shine a light on what it takes to create high performance and unpick the myths around coaching."**

John McFarlane, Chairman, Barclays and Chairman, TheCityUK

**"*Coaching for Performance* directly impacts the way of working in our companies. It provides coaches and leaders with a fantastic tool for people development that is so powerful."**

Jean-Louis Arajnoux, Coaching Program Manager, Volvo Group University

**"This book is a must-read for leaders and organizational development practitioners who recognize that coaching is a performance activity which impacts leaders, teams, and culture holistically."**

Thorsten Klein, Director, Global Talent & Organization Development, eBay

**"This new edition is a testament to Sir John Whitmore's commitment to real change in people's lives and will bring value to all industry leaders."**

Tim Gallwey, author of the internationally bestselling series of *Inner Game* books

**"Coaching cultures are better performing, fairer, and more sustainable than those arising out of traditional management systems. *Coaching for Performance* is for any leader aiming for excellence."**

Ludo Van der Heyden, Professor of Corporate Governance, INSEAD

**"The best first book to read for anyone interested in coaching. It goes beyond the skills that it to explain the essence of coaching, and is so effective for leaders as well as new or experienced."**

Carol Kauffman PhD, Assistant Professor, Harvard Medical School

**"*Coaching for Performance* is the proven resource for all coaches and pioneers of the future of coaching."**

Magdalena N. Mook, Executive Director and CEO, International Coach Federation



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