



# John Groberg

## Leadership Coach, Clarity Catalyst



### The WHY of Coaching

"I absolutely believe that people, unless coached, never reach their maximum capabilities."  
-- Bob Nardelli- CEO, Home Depot

"The best advice I ever got was to get a coach. Every famous athlete, every famous performer has somebody who is a coach. My coach has served me and Google well."  
-- Eric Schmidt- CEO, Google

"Executives and HR managers know coaching is the most potent tool for inducing lasting personal change." -- Ivy Business Journal

"Recent studies show business coaching and executive coaching to be the most effective means for achieving sustainable growth, change and development in the individual, group and organization."-- HR Monthly

"Part therapist, part consultant, part motivational expert, part professional organizer, part friend, part nag -- the personal coach seeks to do for your life what a personal trainer does for your body." -- Minneapolis-St. Paul Star-Tribune

"The goal of coaching is the goal of good management: to make the most of an organization's valuable resources." -- HARVARD BUSINESS REVIEW

"Once used to bolster troubled staffers, coaching now is part of the standard leadership development training for elite executives and talented up-and-comers at IBM, Motorola, J.P. Morgan, Chase, and Hewlett Packard. These companies are discreetly giving their best prospects what star athletes have long had: a trusted adviser to help reach their goals." CNN.com

"The Manchester survey of 140 companies shows nine in 10 executives believe coaching to be worth their time and dollars. The average return was more than \$5 for each \$1 spent." -- The Denver Post

"Executive coaches are not for the meek. They're for people who value unambiguous feedback. All coaches have one thing in common, it's that they are ruthlessly results-oriented." --FAST COMPANY Magazine.

"Between 25 percent and 40 percent of Fortune 500 companies use executive coaches." --Recent survey by The Hay Group, International

"I never cease to be amazed at the power of the coaching process to draw out the skills or talent that was previously hidden within an individual, and which invariably finds a way to solve a problem previously thought unsolvable." --John Russell, Managing Director, Harley-Davidson Europe Ltd.

Asked for a conservative estimate of the monetary payoff from the coaching they got, these managers described an average return of more than \$100,000, or about six times what the coaching had cost their companies. --FORTUNE MAGAZINE