

# #COACHING

TWEET

**STERLING LANIER**  
FOREWORD BY MARK JOYNER

140 Bite-Sized Insights on Making a  
Difference through Coaching

BOOK 01

A THINKaha BOOK

# #COACHING **tweet**

140 Bite-Sized Insights on Making a Difference through Coaching

Book Excerpt

**By Sterling Lanier**

**Foreword by Mark Joyner,  
Founder of Simpleology**

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**BOOK EXCERPT Table of Contents**

Foreword by Mark Joyner

Section I: Being a Coach

Section II: Coaching Practices

Section III: Power Questions

Section IV: Setting Goals

About the Author

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## Foreword by Mark Joyner

I believe that everything can be simplified.  
Sentences, plans, even the grandest of ideas...they can  
all be communicated swiftly—if you take the time  
to make them simple.

That's right—simplicity takes time. It's easy to blather  
on about nothing with grandiose language. It's hard  
to parse it down to its bare essence.

But is it worthwhile?

Well, I once saw a single-frame cartoon that explained  
the theory of Special Relativity. Yes, a little nuance  
was lost, but I got it instantly. See? In a society where  
everything is moving faster, saving a little time for  
someone is perhaps the greatest gift you can give them.

In this book, Sterling captures the essence of coaching  
in the simplicity of 140 characters.

See? Even forewords can benefit from this notion.

**Mark Joyner**

#1 Bestselling author of many books and the founder  
of Simpleology: <http://www.simpleology.com>. In the  
spirit of this foreword, Simpleology is a tool for  
helping you get your workday done in two hours by  
“simplifying your complicated life.”



## Section I

### Being a Coach

When you have strong passion for  
“WHY,” “HOW” emerges clearly  
from the shadows.



7

Your mission is to help clients  
achieve what they say  
they want to do.

8

How can you be a significant enabler  
for the client's dream?

9

Coaching is more about how you are being than about what you are doing.

10

You can lead your horses to water  
but you have to coach them  
to drink deeply.

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## Section II

### Coaching Practices

Inspire, Encourage, Motivate.

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What would be the impact  
on employees if bosses  
stopped giving performance  
reviews and gave coaching  
sessions instead?

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Observe reality as it is and not through a lens colored with your desired outcomes.

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As a coach, you must mirror back to the client what you are experiencing, without attaching judgment.

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## Section III

### Power Questions

Exploring Pathways to The Heart.



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What are the 2 or 3 most important initiatives that will make the biggest difference in your business or life?

109

What has become clear since our last meeting?

110

What in your behavior is keeping you  
from realizing your potential in  
work and life?

111

How satisfied are you with the results  
of your activities?



## Section IV

### Setting Goals

What Gets Measured Gets Done.

124

Life without purpose  
is wasted. Purpose without  
goals is a dream.  
Goals without action plans  
and execution are  
“good intentions.”

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Develop clarity around your own personal goals and values.

126

Create your personal statement of purpose, vision, mission, and values.

131

Get very clear about your most important goals. Then create space in your life to attain them.

132

Write a descriptive, vivid statement about how success looks and feels.

## About the Author



Sterling Lanier is a CEO Group Chair for Vistage International, the world's leading CEO membership organization. He helps CEOs become better leaders, make better decisions, and achieve better results through leading monthly meetings, peer group interactions, individual coaching sessions, and expert speaker workshops. Sterling has more than thirty years of CEO leadership and management accomplishments in specialty retailing, manufacturing, software, and financial services. Sterling became a Vistage Chair in 2000 and leads three Vistage groups. Sterling is the author of 'Eating Your Way Through Tuscany & Umbria' and 'Storie Italiane: A Student Reader with Parallel English Text.'



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## 140 Insights for Succeeding as a Coach

"Sterling has done a masterful job of selecting the most compelling thoughts on coaching. This book will quickly assist both novice and experienced coaches to achieve better results for their clients and for themselves."

Ned Rowe, Vistage Chair, San Francisco Bay Area

"Sterling Lanier has captured the joy and the power of coaching. Think of this book as the ultimate toolkit."

Kim Rubin, Entrepreneur and Inventor

"Every tweet is actionable, thought provoking, and heartfelt. The book as a whole inspires continuous self-improvement, because it reminds us that we are only as successful as the people we help."

Boris Glants, Founder of ClyTel.com

"Coaching tweet is engaging, fun and on target. This book is loaded with sage advice and hits you in the head, your heart and in your soul."

Bernard Lauper, CEO MacCorkle Insurance Services

Sterling Lanier draws on his coaching experience to bring you these bite-sized insights on the power, practices and sheer joy of coaching.



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