



El coaching (Spanish Edition)

François Caby

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¿Qué es el coaching empresarial del que tanto se habla? ¿Sesiones de puesta a punto? ¿Una nueva modalidad de psicoanálisis? ¿Una vía de reconversión para gurús de todo tipo? ¿O tal vez una verdadera revolución para cambiar, dar lo mejor de uno mismo y encaminarse hacia el éxito? En esta obra, François Caby nos presenta todo lo que hay que saber sobre el coaching: sus fuentes (la mayéutica socrática, las teorías y modelos del siglo xx, la escuela de Palo Alto, el análisis transaccional, la programación neurolingüística...), las escuelas y centros de formación, los organismos profesionales, las diferentes herramientas (los 360°, la aproximación al individuo, el diálogo interior, la sofrología...), etc. El libro incluye testimonios de diferentes coach y de directivos de empresa sobre su experiencia en el coaching. El movimiento que avala estas técnicas está bien consolidado. Basado en métodos probados, el coaching se convierte, para muchos, en la respuesta que mejor se adapta a las incertidumbres de nuestro tiempo. Escuchar a los colaboradores, tener en cuenta sus aspiraciones, ayudar a precisar los objetivos, controlar las situaciones de estrés... Cualidades para sobresalir que encontrarán su marco tanto en la empresa como en la esfera personal.

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