



## *“The Essential Coaching Leader”*

*Brain-Friendly Practices to Refresh Your Personal Leadership in the 21st Century*



*Patricia* Burgin

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### From the Back of the Book . . .

**Business leader to Patty Burgin in 2003: “What do you do?”**  
**Patty: “I’m a Coach.”**  
**Business Leader: “Cool! What sport?”**

This conversation used to happen all the time. But in the years since, more and more business leaders have experienced executive coaching, which has become a thing. A valuable, professional thing.

Business leaders who have by now experienced executive coaching regularly ask Patty, “How do I learn to do what you do?”

That’s why she launched the SeattleCoach Professional Training and Development Program in 2008, hosting hundreds of entrepreneurs, executives, and organizational leaders as they learn to “do the craft and be the coach.”

Today, when you search “SeattleCoach” you get Pete Carroll, Coach of the Seahawks. And you get Patty and her team.

The Essential Coaching Leader is her introduction to a way of personally leading that finds its evidence and examples in neuroscience, in 21st Century business effectiveness, in history and even in good theology. It is both ancient and new.

The five essentials found in the Essential Coaching Leader will help you to personally explore and begin to practice both the skills and the presence of coaching leadership in this time of relentless and historic change.



## About Patty

As a leader, facilitator, speaker, author and coach of leaders, Patricia ("Patty") Burgin has advised and mentored thousands of individuals and teams toward better performance, communication, and meaning.

Following stints in the international leadership of a Christian nonprofit, as a conference speaker, as a tour leader in the former Soviet Union, and as a licensed marriage and family therapist, Patty founded SeattleCoach® in 2003 and began to coach and facilitate exclusively in 2005. In 2008, she launched the SeattleCoach Professional Training and Development Program, which is credentialed by the industry-standard International Coach Federation (ICF).



Whether it's a class or a keynote, Patty values insight creation as the crucial component of content delivery. "I love it when my brain lights up," she says. "And it's even better when everyone else's brains light up." She works with an approach that is warm, practical, innovative, direct, playful, and generous.

She holds two masters degrees, one in Theology and a second in Applied Behavioral Science, and has joined the top 4 percent of credentialed coaches worldwide to have been awarded the title of Master Certified Coach by the ICF.

## In Praise of The Essential Coaching Leader

*"The members of our company who have completed the program are showing up differently with their teams. They are both 'coaching leaders' and 'coaching team players.'"*

*"I feel like I have ramped much faster as a new manager than I would have had without it. In fact, I would say that I have learned in 4 months what would have taken me a year to learn."*

*"What continues to present itself is the wisdom of how you've designed this coursework. More than the rules and ways of coaching, it is heart and soul + science and framework. I love this mix."*

*"I have gotten so much more from this experience than I anticipated. Not only do I think it will make me better at coaching, but I have been pleasantly surprised at how I am rethinking my leadership philosophy and approach because of this coaching training."*

*"This is the most consistently useful personal development activity I've undertaken at Microsoft."*

*"There are horse whisperers and there are dog whisperers. Patty is the people whisperer."*

*"Patty is a compassionate bad-ass."*

*"This has been way more than 'coach training.' My soul feels bigger."*

*"Patty is one of the best. High integrity, compassion, spirituality, smarts, and a keen sense of humor makes her the best coach trainer I've ever had the honor to meet."*

*"There are juicy bits to your much-layered instruction that usually dawn on me as I drive home. There's science behind why this works. You don't regale us with some of the whys and wherefores, but are willing to go down the road when asked. Subtle genius."*

*"You can take this stuff and make it your profession. You can also make it your way of living. Date night is better. Parenting is better."*

*"I feel like I've learned to golf from Arnold Palmer."*

### Ordering, Booking and Contact Information

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