
Scott Blanchard

Leverage Your Best, Ditch the Rest
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The two of you are experts in the burgeoning new field of business coaching. What is coaching, exactly?

Coaching is art and science of helping people get from where they are right now to where they want to be. The field is burgeoning because:

- The business world is moving faster than ever before — managers are expected to do more with less, faster and cheaper. Most people's bosses are too busy to provide the mentoring/coaching managers need to succeed.
- Individuals have more choice than ever before in the history of human evolution. With choice comes the responsibility to make the best choice for oneself. Coaches help individuals make better choices to create a life they will be proud of. Coaching as a profession has grown in response a demand in the marketplace.

What do you mean by "Leverage Your Best; Ditch the Rest"?

The power of coaching comes from two things. One, getting crystal clear about what's working in your life and two, letting go of those things that are getting in the way. A coach will help you to distinguish between the two (not always as straightforward as it might seem), and then capitalize on what you have going for you, and mitigate the consequences of your liabilities.

What inspired the two of you to write this book?

Having coached thousands of men and women over the years, we discovered eight specific concepts that, when understood and used, dramatically improve quality of life at work. Some excellent books do exist but none that outline these specific ideas, specifically for use in the workplace. Both Scott and Madeleine were wary of getting into the book writing business, but were convinced that the book had to be written by people who kept coming back and saying, "Oh my God, these questions have changed my life!"

What distinguishes this book from other books on time/life management?

This book, with its companion website (www.leverageyourbest.com), is designed to mimic the experience of working with a coach. Instead of being a step by step how-to book, it's very interactive and personal. We set the stage by having the reader take a self assessment, which focuses their coaching journey and sends them to the part of the book that will provide the most useful start for them. As a result each reader will have a highly customized, immediately useful experience.

Scott, your father is the legendary business guru Ken Blanchard, coauthor of *The One Minute Manager*. To what degree has he influenced your thinking, and in what ways are you different?

I have been strongly influenced by my father and his philosophy about people. My father has believes that people are the most important part of any organization and that companies that take care of their people will always be more successful. My prime objective is to help people apply the principles he has espoused more effectively in their lives.

Who should read *Leverage Your Best; Ditch the Rest*?

People who have jobs or want them.