



"promoting excellence & ethics in coaching"

New AC Book helps Coaches use Psychometric Tools to Best Effect

The Association for Coaching announces its second book, *Psychometrics in Coaching*, once again bringing together some of the leading authorities in coaching.

'This book reflects both the spirit of the Association for Coaching and the diversity we embrace. Through its academic bias, our intention is to provide a number of instruments and theories to apply in practice, as the role of psychometrics in coaching continues to grow.'

Katherine Tulpa, Chair and Co-founder, Association for Coaching

'This book provides an excellent overview to some of the key tests that can be used within coaching.'

From the Foreword, Professor Stephen Palmer, PhD

Is it enough for coaches to use one psychometric tool when working with clients or for companies to stick to the same comfortable approaches from year to year? As the coaching industry's growth across the world continues, a new book, commissioned by the Association for Coaching, challenges coaches to consider which tests, if any, are appropriate and in what circumstances.

Psychometrics in Coaching - using Psychological and Psychometric Tools for Development, published by Kogan Page, provides a unique insight into a range of over 15 different psychometrics using in coaching - from the very well established and older like the MBTI to the less well known like the Saville Consulting Wave or the newer VIA Strengths Questionnaire from positive psychology.

In a mix of theory and practice, the book's authors argue that different contexts require different types of tools, so coaches should familiarise themselves with the range that is available.

While each author makes clear the circumstances when the use of the tool might be appropriate, editor Jonathan Passmore also points out that the coach should always be asking *'how will this instrument help my coachee to move towards their goals?'*

Aimed at coaches, HR practitioners and those interested in self-development, the book draws on world-leading experts from Europe, America and Australia giving it an international flavour for those who coach in different continents.

About the Association for Coaching

Established in 2002, The Association for Coaching (AC) is an independent, non profit organisation with the goal to promote best practice and raise the awareness, standards and professionalism of Coaching for both professional Coaches and Organisations involved in Coaching. www.associationforcoaching.com



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About the editor

Jonathan Passmore is one of the UK's leading executive coaches. He is a chartered occupational psychologist, a fellow of the Chartered Institute of Personnel and Development and an accredited Association for Coaching coach and coaching supervisor. Jonathan works as a coach and supervisor and teaches at the University of East London. Jonathan is the author of eight books such as *Appreciative Inquiry* (also published by Kogan Page) and numerous articles on organisational change, coaching and leadership. He is a regular conference speaker and can be contacted at jonathanpassmore@yahoo.co.uk.

Psychometrics in Coaching, published by Kogan Page, www.koganpage.com, paperback, 368 pages, £24.95.

Books will be available at the 3rd AC International Coaching Conference, *Embracing Excellence*, in London on the **13th and 14th of March 2008**. See www.acconference.com for full booking details.

Books can also be ordered by visiting www.associationforcoaching.com.

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