



## You re the Coach: The Transformational Power of Business Coaching

By W Bradford Swift DVM

Porpoise Publishing, United States, 2012. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.If you are an owner of a professional practice or a service-oriented small business, you know many of the trials and tribulations you face each day can be traced back to the need to develop stronger people skills and communication skills both with your customers/clients and your support team. It is not only possible to teach all the people in your business to work together, it s essential to your long term success. Dr. W. Bradford Swift, a small business owner and entrepreneur for over thirty years, and a long time contributor to Veterinary Economics magazine, brings over twenty years of life and business coaching experience to show you the way to true teamwork, efficiency, and productivity. You re the Coach provides proven strategies for inspiring peak performance, leading your team with a strong vision, designing a top-notch staff training program, and bonding clients to your practice. Other topics include: How defining your business mission clarifies your commitment to your team, your clients, and the community. How to identify myths about clients, employees, and finances that can...



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