



**JANE WESMAN PUBLIC RELATIONS, INC.**

P. O. Box 20153, New York, NY 10011 Tel 212.620.4080

[www.wesmanpr.com](http://www.wesmanpr.com)

**For Immediate Release**

**THE COACHING EFFECT**

**What Great Leaders Do To Increase Sales,  
Enhance Performance, And Sustain Growth**

By Bill Eckstrom & Sarah Wirth

Publisher: Greenleaf

Publication Date: April 2019

Price: \$24.95 hardcover

ISBN: 978-1626346093

Contact: Jane Wesman

[jane@wesmanpr.com](mailto:jane@wesmanpr.com)

212-620-4080 x11

or

Andrea J. Stein

[andrea@wesmanpr.com](mailto:andrea@wesmanpr.com)

212-620-4080 x15

“Using evidence-based findings and vivid examples, Bill Eckstrom and Sarah Wirth reveal the ‘missing piece’ in leadership: the coaching factor. They show how, using growth rings and healthy tension, you can get the great people you hired to perform at peak capacity.”

–Mary Uhl-Bien, Ph.D. BNSF Railway Endowed  
Professor of Leadership, Texas Christian University

**TO BUILD HIGH-PERFORMANCE TEAMS,  
MANAGERS NEED TO MANAGE LESS AND COACH MORE**

**THE COACHING EFFECT by Bill Eckstrom and Sarah Wirth Is  
The Definitive, Research-Based Guide to High-Growth Coaching**

“Nothing elevates performance more than coaching,” write experts Bill Eckstrom and Sarah Wirth in their new book, **THE COACHING EFFECT: What Great Leaders Do To Increase Sales, Enhance Performance, And Sustain Growth** (Greenleaf; April 2019).

Over the past ten years, Eckstrom and Wirth, founder and vice president respectively of the Ecsell Institute, have not only advised hundreds of forward-thinking leaders, but they have studied more than 100,000 coaching interactions finding that coaching – as opposed to managing – is key to driving extraordinary results. They have also pinpointed what high-growth coaches do that sets them apart from their less effective peers. And, as part of their research, they have discovered that growth can only occur when people experience a certain degree of discomfort.

“Using research-based tools, the goal of our work and our book is to get managers to

More

behave and drive results in a way that resembles high-growth coaches as opposed to performance-limiting managers. The term *manager* is an archaic term describing a role that, by definition, limits growth and performance. A coach, on the other hand, develops and inspires people to do their best work. Coaches obtain more discretionary effort than managers, which is why the best coaches elevate their team's performance," Eckstrom and Wirth explain.

The authors have determined that high-growth coaches are more consistent and accountable in their actions than less effective coaches. They are better at developing trusting relationships with the people they lead. And most importantly, they do not worry about creating discomfort, because they know they must challenge their teams and make them uncomfortable in order to help them grow.

It should be noted that an important component of **THE COACHING EFFECT** is discomfort. The authors found and documented that exponential growth – in any aspect of work or life – can only be achieved in a state of discomfort. Taking this concept a step further, they developed the Growth Rings model which they have shared with over a thousand presidents, CEOs, and various executives, and which was the subject of Bill Eckstrom's TEDx Talk – a presentation that has been viewed by more than two million people.

This incredible response to their study of discomfort has been one of Eckstrom's and Wirth's top motivators for writing **THE COACHING EFFECT**. The authors not only show that their model has vast implications for businesses everywhere, but they explain how coaches can use discomfort to generate growth through four essential activities – one-to-one meetings, team meetings, performance feedback, and career development. Often these activities are overlooked or performed in a perfunctory way, but Eckstrom's and Wirth's research proves that these activities are essential and need to be practiced actively and consistently.

**THE COACHING EFFECT** includes a step-by-step roadmap for implementing the four coaching activities and reveals how to measure effectiveness of each. With the authors' guidance, leaders at all levels will learn how to help people move out of their comfort zones to create sustainable, high-growth organizations in today's—and tomorrow's—hyper-competitive, constantly-changing global marketplace.

# # #

### **ABOUT THE AUTHORS**

**BILL ECKSTROM**, co-author of **THE COACHING EFFECT**, is the founder of EcSell Institute, a research-based organization that works with leaders internationally to help them better understand, measure, and elevate coaching's impact on performance. He is a keynote speaker whose presentations are rooted in EcSell's research and hard data. He has presented to hundreds of groups and is a popular guest on podcasts and shows around the world. Bill was invited to the TEDx stage in 2017, and his talk "Why Comfort Will Ruin Your Life" was the fastest-growing TEDx Talk in the history of the event when it was released. The father of three, he lives in Nebraska with his wife.

**SARAH WIRTH**, co-author of **THE COACHING EFFECT**, is vice president of client services at EcSell Institute. She has twenty years of experience in employee assessment, leadership development, sales executive coaching, and customer service. She has advised executives from across the globe, consulting with such organizations as Mercedes-Benz, Estee Lauder, Ritz-Carlton, The Cheesecake Factory, and many more. She has a BA from the University of Nebraska, holds a JD from the University of Michigan Law School, and is a member of the Nebraska Bar Association. She lives in Kansas City with her husband and two sons.