

## Press release

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### **REVOLUTIONARY COURSE LAUNCHED BY INDUSTRY EXPERTS TO HELP COACHES DELIVER IMPROVED RESULTS THROUGH TRAITS-BASED APPROACH**

Renowned coaching experts, Kim Morgan and Geoff Watts, have launched The Twelve Traits<sup>®</sup>, an innovative new traits-based course designed to support coaches in delivering improved personal and professional results for clients.

The two-day intensive course is based on the revolutionary coaching approach developed by Morgan and Watts in their bestselling book, 'The Coach's Casebook'. The highly practical approach focuses on providing coaches with the tools and techniques needed to empower their clients to reflect upon and balance the traits that may be inhibiting them from achieving their goals.

Morgan, Owner and Director of leading coaching organisation Barefoot Coaching, said: "Traits such as perfectionism, people pleasing, and procrastination come up time and again in coaching relationships. And while these behaviours are important, and often positive, attributes of individuals being coached, when they are overpowering they can start to have downsides."

She continues, "The Twelve Traits<sup>®</sup> course supports coaches in understanding common identified traits on a much deeper level, enabling them to then use this knowledge to help clients harness the positive aspects while mitigating the potential negatives."

Watts added: "We've found time after time that supporting individuals to triumph over their traits can be hugely beneficial by improving their self-confidence and helping to overcome issues such as anxiety and frustration. Just as importantly, the Twelve Traits<sup>®</sup> approach has also been shown to provide significant business benefits through improved professional performance and enhanced productivity."

"Designed for both practicing coaches and business leaders who have an interest in using coaching methods to deliver better results, the course will share a model for greater reflective assessment on these twelve traits, as well as tools and techniques to balance them," concludes Watts.

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# THE COACH'S CASEBOOK

MASTERING THE  
TWELVE TRAITS  
THAT TRAP US

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The first two-day course is taking place in London 29-30 June 2015. For more information, or to reserve a place, visit <https://www.eventbrite.com/e/coaching-the-12-traits-tickets-16629011822>, or call 01332 863641. The Coach's Casebook is available to buy from Amazon now: <http://www.amazon.co.uk/The-Coachs-Casebook-Mastering-Twelve/dp/0957587449>

## ENDS

### NOTE TO EDITORS:

Recent studies by The ICF Global Coaching Client Study conducted independently by PricewaterhouseCoopers, show that coaching leads to improved work performance (70%), improved business management (61%) and greater self-confidence (80%). More information: <http://www.coachfederation.org/find-a-coach/benefits-of-coaching/>

Also The Manchester Review published the results of a study among executives, mostly from Fortune 1000 companies, and found that the average return on investment is almost six times the cost of the coaching. More information: [http://www.abetterperspective.com/Coaching\\_Studies.pdf](http://www.abetterperspective.com/Coaching_Studies.pdf)

**Kim Morgan and Geoff Watts' book, The Coach's Casebook was first published in February 2015 and has so far received great acclaim and critique from key figures in the Coaching profession.**

*"What a massive contribution to the field of coaching this book is!"*

*"The in-depth way that Geoff Watts and Kim Morgan have chosen to elaborate 'the twelve traits' that can both trap us and empower us, is unique in coaching literature"*

*"This book is a breath of fresh air in the world of coaching books."*

*"I have purchased many coaching books over the last few years but this one really does stand out from the others."*

**More information about the book and the authors can be found at: <http://thecoachscasebook.com/>**

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