



Dr. David B. Peterson

Keynote, 15. Juni 2016

Executive Coaching: An Organizational Perspective on Impact, Quality and Evaluation

David presents a step-by-step process that organizations can use to design, build, and evaluate high-quality coaching programs. In addition to providing valuable information for those who manage organizational coaching programs or teams of executive coaches, executive coaches who attend will gain a better understanding of how they can add greater strategic value to organizations and their leaders.

David walks participants through a set of questions to:

- identify the best participants for coaching, based on the organization's strategy and leadership talent,
- select the most suitable coaches for the need,
- design the appropriate coaching process and programs to ensure the greatest value,
- evaluate the effectiveness and impact of the coaching itself.

Participants in this session will also explore:

- how coaching fits as part of the organization's overall talent development strategy,
- how to support a culture of coaching and development, and
- how to market and build the brand value of coaching as a strategic leadership development resource.

References

- Bono, J. E., Purvanova, R. K., Towler, A. J., & Peterson, D. B. (2009). A survey of executive coaching practices. *Personnel Psychology*, *62*, 361-404.
- Passmore, J., Peterson, D. B., & Freire, T. (Eds.). (2013). *Wiley-Blackwell handbook of psychology of coaching and mentoring*. Oxford: Wiley-Blackwell.
- Peterson, D. B. (2006). People are complex and the world is messy: A behavior-based approach to executive coaching. In D. R. Stober & A. M. Grant (Eds.), *Evidence-based coaching handbook: Putting best practices to work for your clients* (pp. 51-76). Hoboken, NJ: Wiley.
- Peterson, D. B. (2007). Executive coaching in a cross-cultural context. *Consulting Psychology Journal*, *59*(4), 261-271.
- Peterson, D. B. (2009). Does your coach give you value for your money? *Harvard Business Review*, *87*(1), 94.
- Peterson, D. B. (2010). Executive coaching: A critical review and recommendations for advancing the practice. In S. Zedeck (Ed.), *APA handbook of industrial and organizational psychology: Vol. 2. Selecting and developing members of the organization* (pp. 527-566). Washington, DC: American Psychological Association.

4. Internationaler Coaching-Kongress
Coaching meets Research
Wirkung, Qualität und Evaluation im Coaching
 14./15. Juni 2016, Olten, Schweiz
www.coaching-meets-research.ch



- Peterson, D. B. (2010). Good to great coaching: Accelerating the journey. In G. Hernez-Broome & L. A. Boyce (Eds.), *Advancing executive coaching: Setting the course for successful leadership coaching* (pp. 83-102). San Francisco: Jossey-Bass.
- Peterson, D. B., & Hicks, M. D. (1995). *Development FIRST: Strategies for self-development*. Minneapolis, MN: Personnel Decisions International.
- Peterson, D. B., & Hicks, M. D. (1996). *Leader as coach: Strategies for coaching and developing others*. Minneapolis, MN: Personnel Decisions International.
- Peterson, D. B., & Kraiger, K. (2004). A practical guide to evaluating coaching: Translating state-of-the-art techniques to the real world. In J. E. Edwards, J. C. Scott, & N. S. Raju, (Eds.), *The human resources program evaluation handbook* (pp. 262-282). Thousand Oaks, CA: SAGE Publications.
- Peterson, D. B., & Millier, J. (2005). The alchemy of coaching: "You're good Jennifer, but you could be *really* good." *Consulting Psychology Journal*, 57(1), 14-40.

David B. Peterson, PhD

David joined Google in 2011 as Director of Executive Coaching and Leadership. He coaches senior leaders, manages Google's network of external and internal coaches, and supports leadership, learning, and executive development initiatives at Google.

Before joining Google, David served as leader of world-wide coaching services for PDI Ninth House. In addition to coaching top leaders in organizations such as Salesforce, Sandisk, Microsoft, Hewlett-Packard, Target, Wal-Mart, Shell, Genentech, Mayo Clinic, Harvard, and Stanford University, he provided consultation and thought leadership on how to design and manage organizational coaching programs, how to develop high potential leaders and critical talent, and how to accelerate learning and leadership development at all levels.

David has published dozens of articles and chapters on coaching, is co-author of *Development FIRST: Strategies for Self-Development* and *Leader as Coach*, with close to a million copies in print, and co-editor of the *Handbook of the Psychology of Coaching and Mentoring*.

He earned his PhD in Counseling and Industrial/Organizational Psychology at the University of Minnesota. He is a Fellow of the American Psychological Association, the Society of Consulting Psychology, the Society for Industrial and Organizational Psychology (SIOP), and the Harvard Institute of Coaching. His awards include the RHR International Award for Excellence in Consultation (Society of Consulting Psychology), the Outstanding Achievement Award (California Psychological Association), and the Vision of Excellence Award (Harvard Institute of Coaching).

Vikki Brock's history of coaching (2008, 2012) names David as one of the primary influencers in the field, both for his early influence on the emergence of executive coaching and for continuing to shape the field as someone "on the cutting edge of the profession, doing and saying surprising and thought-provoking things."

David lives in San Francisco with his wife, Alexis Shoemate, and two adorable Tibetan Terriers named Pinot and Cab.