



Sourcebook of Coaching History

By Vikki G Brock PhD

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Professional coaching is an emerging, dynamic field that is quickly evolving. Coaching in a business setting integrates the substance of behavioral psychology, human development and motivation with business concepts. In her groundbreaking work, Dr. Vikki G. Brock presents a comprehensive review of the historical roots of coaching and the influence of pioneers in related fields to business and professional coaching as we know it today. Never before has so much information been distilled from research and popular literature dating back to the mid 1970s to highlight implications for the coaching field and its positive impact on postmodern society. Providing the best available account of the origins and early years of coaching, the Sourcebook of Coaching History speaks to a variety of audiences. Professional associations, educational and training institutions will want this book for their coaching programs to provide a foundation for their stakeholders. Professional coaches will deepen their understanding of the field and the contributions of pioneers from the fields of human development and motivation. This book is also valuable for organizations with internal Learning and Development, Organization Effectiveness, and Coaching initiatives. entail health care professionals and sports coaching organizations will also find value from knowing the history of coaching and its emergence to fill a need in postmodern organizations.

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Editorial Review

About the Author

In 1994 Vikki G. Brock saw the need for coaches to assist people as companies transitioned to a more participative leadership style. In 1995, she left her 21-year career at The Boeing Company to start VB Coaching & Consulting with the mission of providing premier coaching services to leadership. Dr. Brock specializes in bringing coaching skills into business and industry. Her clients are high performance and high-potential leaders and organizations undergoing transformation. Vikki defines coaching as ‘raising awareness, so people are at conscious choice.’ Since 2005, Vikki's practice has expanded beyond North America to every continent. Committed to transformation at a global level, one-third of her clients are international leaders committed to making a difference in their country. Dr. Brock is committed to life-long learning and contributing to the field of coaching. The foremost subject matter expert on the roots and emergence of the coaching field, her impressive credentials include an Executive MBA, a PhD in Coaching and Human Development, and Master Certified Coach (MCC) from the International Coach Federation (ICF). Vikki was one of the first coaches to receive an MCC from the ICF in 1998. Dr. Brock has been actively involved with governance, accreditation, and credentialing with the ICF since its inception in 1996. She served as Director of the History and Archive Division at The Coaching Commons, a project of The Harnisch Foundation (2005-2010). She has published numerous articles on the coaching profession, is an adjunct professor in a university executive coaching certificate program, and frequently speaks internationally on coaching. Vikki provides sessions face-to-face at client sites and by telephone from her 50' sailboat named Cuidado, which is moored in Ventura Harbor about an hour north of Los Angeles, California.

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