

Leadership Coach Christopher Coffey to be Featured on CUTV News Radio

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[/EINPresswire.com/](http://EINPresswire.com/) -- People believe it takes a long time to change behavior, but that isn't necessarily the case. You can change your behavior instantly. Changing others' perceptions of us, however, can take quite a bit longer.

Our behavior change can only be measured by the effect it has on others, our stakeholders, the people we interact with each day.

"You've got to focus on the stakeholders, says leadership coach Christopher Coffey. "If we're focused on the stake-holders, we're focused on the future and how we want to be perceived.

In collaboration with his contemporaries Marshall Goldsmith and Frank Wagner, Coffey is the co-developer of the stakeholder-centered coaching process that allows individuals to not only change their behavior but how they are perceived at the same time. Together, they drive work to other qualified coaches who are willing to adhere to their unique value proposition: they only get paid if the stakeholders decide the client has improved on certain key leadership behaviors.

"As a leadership coach, you have to focus not just on the person you're coaching, but the people around the person you're coaching," explains Coffey. "It's very much a systems approach. The client is not the person who decides whether they got better. The coach has no vote either on whether the client got better. You pay us only if the individual we're coaching improves on the leadership skills they committed to at the beginning as determined by the pre-selected stakeholders around them."

A coach for 18 years, Coffey specializes in leadership behavior.

"I help successful people have a positive change in behavior that sustainable and that's recognized and acknowledged by others," says Coffey. "I help people improve on their collaboration, delegation; I encourage them to take appropriate risks, focus on what's most important, hold people accountable, treat people with respect, and listen to different points of view before giving your opinion."



There's a lot of coaching out there today. Sometimes it seems anybody can be a coach; all you need is a business card. But no matter how good a coach you may be, you can't get a person to change their behavior if that person doesn't want to change their behavior and sustain it. That requires courage, discipline and humility.

"If you want to be more effective and recognized and acknowledged by the key people around you, you've got to have the courage to ask for suggestions, you've got to have the discipline to create an action plan and the discipline to follow it faithfully, and you've got to have the humility to say, 'As good as I am, I know I can get better,'" says Coffey. "The key question to ask yourself is: 'How good of a leader do I want to be?' What do you need to do more of, less of, start doing, stop doing, to turn your potential into skill?"

CUTV News Radio will feature Christopher Coffey in an interview with Jim Masters on December 10th at 4pm EST / 1pm PST.

Listen to the show on [BlogTalkRadio](#).

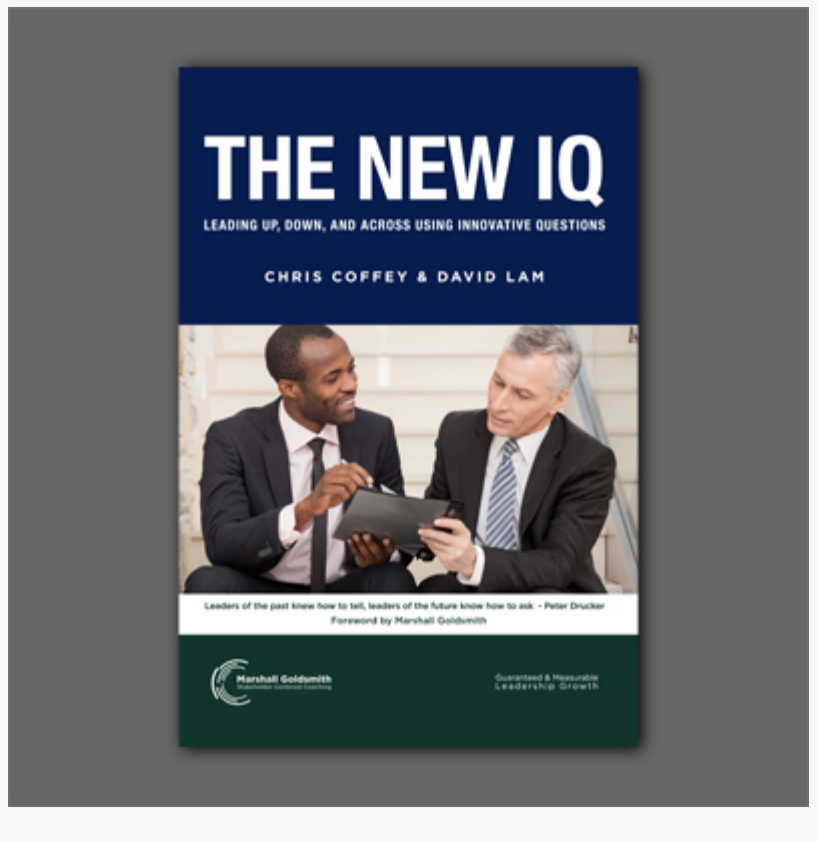
If you have a question for our guest, call (347) 996-3389.

For more information on Christopher Coffey, visit www.christophercoffey.com

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