

## Celebrating Coaching's History

By Kat Knecht, CPCC, PCC

I wanted the book I reviewed for this edition of *choice Magazine* to be special. We are celebrating 10 years of *choice Magazine's* commitment to the coaching profession and I want the coaches who read these words to know what we have to celebrate. I was also drawn by my own curiosity. How did this amazing profession begin? Where are we in its evolution? What are the possibilities for its future?

Miraculously, I found a book that not only fulfills all of the elements of my desire and curiosity, but also brings with it some fun connections and coincidences that emerged after my discovery of the book.

The book I chose is *Sourcebook of Coaching History* by Vikki G. Brock, PhD. Her book presents a remarkably

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scholarly and thorough look at our profession – coaching's roots, its evolution, the originators and transmitters, the global associations and niches, where it was in 2012 when the book was written and where it may well be heading.

Reading this book will give you perhaps the best current picture of where coaching fits into our global community. *Sourcebook of Coaching History* brings to life coaching's roots in economics, history, philosophy, psychology, the human potential movements, athletics, business, adult

learning, personal growth and myriad social and economic forces.

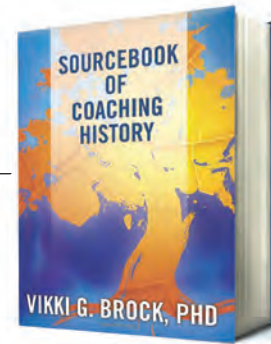
Dr. Brock takes us on a wonderful journey through the past 50 years during which coaching became integrated into a distinct and unique profession that has spread to be practiced worldwide. Who are its originators? Who transmitted it? What created it as a distinct profession? Where is the profession held? Why has it grown so fast with such a wide impact on personal and business lives worldwide? This book has great answers to these questions.

She completes her magical mystery tour through our profession with an overview of where it is now and where it may be going. Do you want to know about the university courses teaching it, the evidence-based practices that are being documented and the training schools and associations that are an-

choring and promoting the evolution of coaching? You'll find all that in here.

Of course, it wouldn't be a book about coaching if she didn't offer scenarios about what's possible for our profession and how we can contribute to creating its future.

Imagine my surprise to realize that Dr. Brock is the “Vikki” who lives on a sailboat right here in the harbor of my hometown of Ventura, California. She danced with my husband and myself in our local Nia class. This is the book that she would mention she was work-



ing on from time to time. I love it when life happens like that.

My second surprise was, when doing some Internet research on Vikki, I discovered she had written a wonderful article for the 5th anniversary of *choice Magazine*!

Finally, as I was skimming the testimonials included in her book, I found that Garry Schleifer, publisher of *choice*, had contributed his words of praise.

Clearly, the universe was telling me that this was the book to review for this issue of *choice*.

*Sourcebook of Coaching History* is a very different kind of book than those I usually review. It is a scholarly tome filled with a large volume of information. Reading it from cover to cover is an undertaking for sure. For me the value in this book is one to be savored and taken in over time.

What I love most about this book is it puts our profession into a much larger context than I had ever imagined. Dr. Brock shows coaching not just in terms of my own thinking about the past 20 years and the personal development field but a much bigger picture.

I am so grateful to Dr. Brock for her research and the passion with which she has written a book for all of us coaches who want to know more about our origins and future options. I also feel this book has given me a new way of talking about coaching to those people I encounter who have a curiosity about coaching, what its purpose is and what it can do for them.

This is what we are celebrating as coaches. Let's party! ●