

PEER BULLETIN

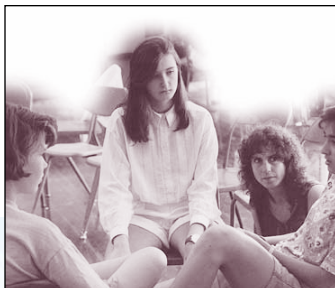
Navigation Tools for the Heart, Mind, and Soul™

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Peer Resources 

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FROM THE SOURCEBOOK OF COACHING HISTORY

PERSONAL SUCCESS WRITERS & INDUSTRIAL PSYCHOLOGISTS ARE A FOUNDATION FOR COACHING



VIKKI BROCK

(Editor's Note: Vikki Brock has graciously prepared a number of brief stories from her book: *The Sourcebook of Coaching History*. Each month during 2013-14, the *Peer Bulletin* is privileged to include one of these stories.)

The roots of coaching from the decade of 1930s include personal success literature, such as the classics published in 1937 by Dale Carnegie's *How to Win Friends and Influence People* and by Napoleon Hill's *Think and Grow Rich*. Alcoholics Anonymous (AA), founded in 1935, is based on a philosophy of self-responsibility which is the foundation for being coachable.

In the business environment, Australian psychologist and Harvard Business professor Elton Mayo (1880-1949), the founder of the Human Relations Movement and Industrial Sociology, conducted the [Hawthorne Studies](#) (between 1927 through 1932) at Western Electric Hawthorne Works in Chicago. Similar to coaching, these studies focused on motivation and productivity in the workplace.

Coaching in business in the 1930s was internal coaching with managers or supervisors acting as coaches to their staff. Tony Grant (2008) discovered the first paper in English about coaching which was written by C.B. Gorby, a

graduate of Cornell University in 1937. Gorby described how older employees coached newer employees in reducing waste in order to increase profit and maximize employee business as part of a profit sharing program. In an article the following year, Bigelow (1938) discussed coaching by sales managers as a means of improving sales training.

Today managers and supervisors are being trained to use coaching skills in the performance of their jobs. In fact, some companies even call their supervisors 'coaches'. As in the 1930s, sales departments today benefit from coaching and coach training.

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“Most great people have attained their greatest success just one step beyond their greatest failure.”

~ Napoleon Hill (1883-1970) ~
Mentor to W. Clement Stone and Og Mandino, among others
[Biography](#)