

PEER BULLETIN

Navigation Tools for the Heart, Mind, and Soul™

JUNE 4, 2013

ISSN: 1488-6774

NUMBER 225

A Magazine for Peer Assistance, Mentorship, and Coaching (International Edition)



Peer Resources 

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COACHING IN THE 1970S TURNS PERSONAL GROWTH INTO BUSINESS 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, the *Peer Bulletin* is privileged to include one of these stories. Note: Links typically are for current work of group or individual.)

The roots of coaching from the decade of 1970s include the rise of large group awareness trainings such as Werner Erhard's [est](#), [Life Spring](#), and others. Sir John Whitmore brought together the California hippies of Esalen with the British aristocracy of Findhorn in a series of "May Lectures" in 1974 in London. Fernando Flores, sponsored by Werner Erhard through Amnesty International, delivered "Communication for Action" workshops. Terry Cole-Whittaker, involved in est, began television ministries; and Richard Bandler & John Grinder developed NLP during this period.

Personal and group success literature included Richard Bolles' *What Color is Your Parachute?*, Barbara Sher's *Wishcraft*, Julia Cameron's *The Artist's Way*, Gail Sheehy's *Passages*, Tony Buzan's *The Mind Map*, Richard Leider's *Inventurers*, and Helen Schumman's *A Course in Miracles*.

The roots of business-focused coaching from the decade of 1970s included the rise of 360° feedback and assessment through [KRW International](#), [Center for Creative Leadership](#), and [Marshal Goldsmith](#).

The Gestalt approach of the 1940s was applied to organizational consulting. Two business

coaching books were published in the late 1970s. David Megginson's *A Managers Guide to Coaching* was published in the UK and Richard Fournies' *Performance Coaching for Managers* was published in the US.

[Jim Selman](#), first president of Werner Erhard's Transformational Technologies, released a video workshop titled "Coaching: Beyond Management."

In the 1970's [Fred Kiel](#), a clinical psychologist from Minneapolis, St. Paul opened his practice called The Center for Behavior Modification, when there were no third party payments for mental health services, and marital and family therapy had not been invented. In the 1980's Fred was jarred out of the medical model when he began working with senior executives and Fortune 500 companies in leadership development, management style training, leadership development work.

By the mid-1980's Fred sold out of his clinical psychology practice and started KRW International focusing on working with senior executives in Fortune 500 companies as a "coach". He used the metaphor about helping clients go from winning the silver medal to becoming gold medal winners, and likened himself as a coach of Olympic athletes, which always pleased his clients.

Abraham Maslow (1908-1970), father of humanistic and transpersonal psychology, believed people were creative with a natural drive to authenticity.