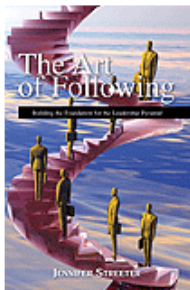


In This Issue:

Leadership Highlight
 Book Signing
 Current Events
 Coming Soon
 Follow Our Discussions



Do You Need a Personal Career Development Coach?

One of the latest trends in leadership development is employees hiring their own personal career development coach to get them through these tough employment times. Employees are personally paying for this expertise to keep them employed and to keep their careers moving forward even if they currently reside in a C-suite. When these coaches are hired by individual employees and not the organization for which they work, it provides a different way to enhance a skill set with a different perspective.

If this is a growing trend, then one should ask, "Do I need a personal career development coach" and "How is this different from a mentor?" A personal career development coach is an individual that is paid specifically to give career advice. In many cases, they have provided formal coaching to others in the past and have their own insights as to how one should perform. Mentoring is usually built on a personal relationship, and the advice you get is typically free. Most mentors rely on personal experience instead of being professionally trained in coaching.

If you are thinking about getting your own personal development coach, first reflect on these questions:

1. Where do I want my career to be in the next two to five years?
2. Do I need more professional development than a mentor can provide?
3. How much will this cost and how long would I need a personal development coach?

Before considering a career development coach, take some time to reflect on what you as an individual need and what you are willing to pay for it. This is not a decision you should take lightly, as once you engage in this activity it may be difficult to disengage. There are always new trends that come into the professional environment to help people expand their horizons. You need to decide whether this latest trend is for you?

Book Signing

We will be in the North Phoenix area on Friday, September 18th for a book signing to help support local businesses. During this signing, we will hold a drawing for a pair of tickets to an upcoming [Phoenix Coyotes](#) hockey game. You must purchase your copy of the book at the event to be eligible to win the hockey tickets. Please [contact us](#) if you are interested in attending.

If you are unable to attend, the book is available at [our store](#) and major booksellers, or you can purchase and download an electronic version for your [iTunes device](#) or your [Kindle](#).

Current Events

Now available! Subscribe to our FREE monthly podcast on iTunes. Our *Learning to Lead from the Ground Up*[™] series provides insights and information on how to use the Pyramid to move your career forward. If you do not have an iTunes account, the information is also available on our site in the [Press Room](#).

October 11th is the Susan G Komen Race for their Cure. We are sponsoring a team to walk in the event. We thank all of those that have joined our team to

walk and give back to the Community!

October 12th is the 5th Annual Columbus Day Charity Golf Outing for the Knights of Columbus. We have purchased a sponsorship package for the event to help local charities. We wish all of the golfers good luck in the tournament!

Coming Soon!

We are unveiling a newly redesigned [website](#)! The new site allows users additional functionality and the ability to find information easier. Please check out our new site and let us know what you think!

In October, we will begin holding a series of webinars based on the the Leadership Pyramid. Please visit the calendar at our website for available dates and to register!

Follow Our Discussions



Website

Please visit our website at <http://www.following2leading.com> for the latest information on *Learning to Lead from the Ground Up*™

If you would like to schedule an in-house workshop please send your request to: inquiries@following2leading.com