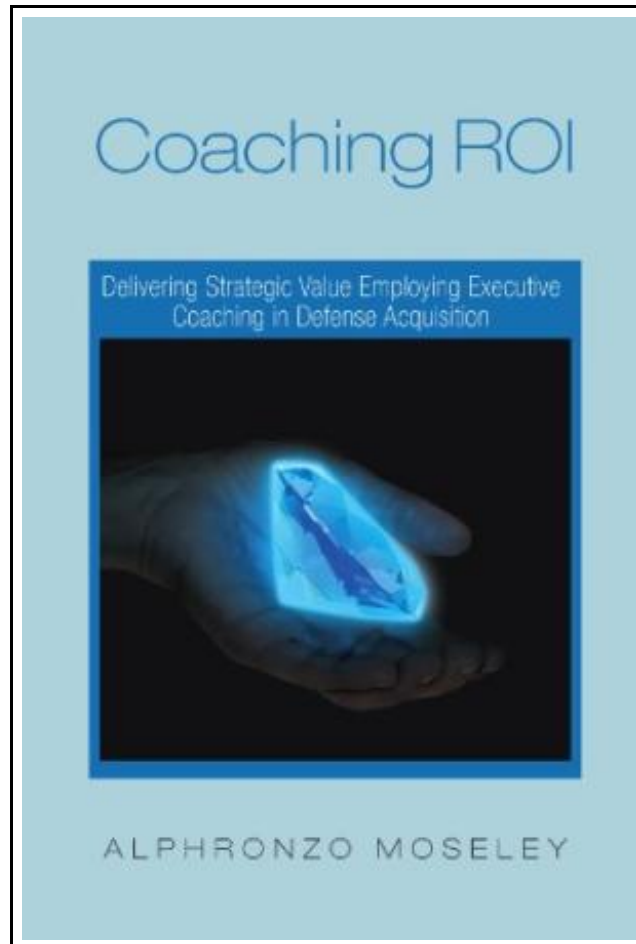


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COACHING ROI: DELIVERING STRATEGIC VALUE EMPLOYING EXECUTIVE COACHING IN DEFENSE ACQUISITION (PAPERBACK)



Xlibris Corporation, United States, 2011. Paperback. Book Condition: New. 229 x 130 mm. Language: English Brand New Book ***** Print on Demand *****.Alphronzo Moseley s Doctor of Strategic Leadership final project forms the basis for this relevant book, Coaching ROI: Delivering Strategic Value Employing Executive Coaching in Defense Acquisition. Clearly, Moseley has done a very good job of providing a new addition to Defense acquisition studies. Moseley is an executive coach at the Defense Acquisition University (DAU) at Ft. Belvoir, Va. His research is one taken at Regent University for the purpose of enhancing leadership development among executive acquisition managers to provide a global learning environment to support a mission-ready defense acquisition workforce that develops, delivers, and sustains effective and affordable war-fighting capabilities. The progress for Moseley and his colleagues as executive coaches at DAU is measured according to how well the defense acquisition workforce does its mission. Since the executive coaching initiative is the first of its kind at the university, a level 5 evaluation - the fifth level of evaluating coaching measured by a return on investment (ROI) - would provide a deeper understanding of the sources of business value and especially how coaching creates monetary value in Defense acquisition. The results indicated that the executive coaching program delivered strategic value represented by a conservative ROI of 1,066 percent. Similarly, the coaches and their organizations experienced six business results: increased customer satisfaction, increased resources, increased work-group productivity, reduced cycle time, increased organizational efficiency, and increased personal productivity.

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