



**Coaching is unlocking a person's potential to maximize their own performance. It is helping them to learn rather than teaching them.**

--Timothy Gallwey  
Author and Pioneering Performance Coach



**Leadership is not about being in charge. Leadership is about taking care of those in your charge.**

--Simon Sinek  
Author, Researcher and Inspirational Speaker



**I can tell people what to do,  
but I can't order excellence.**

Mike Abrashoff, Former Commander,  
USS Benfold and Author



**I absolutely believe that  
people, unless coached, never  
reach their maximum  
capabilities.**

--Bob Nardelli  
CEO Home Depot



**Leaders are not responsible  
for the numbers; leaders are  
responsible for the people  
responsible for the numbers.**

--Simon Sinek  
Author, Researcher and Inspirational Speaker