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## Sherpa Strength: The Newsletter of Executive Coaching

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### The Three Sentence Rule

When you talk to people, keeping them involved is important. This is especially true in business, where you are not supposed to talk for the sake of talking, or listen for the sake of listening. [READ MORE.](#)

### Hot trends:

*More executive coaching is taking place in person. Ninety five percent of those who hire coaches favor in-person meetings, as opposed to telephone coaching.*  
2010 Sherpa Coaching Survey



### Keeping True to Your Role

Have you ever crossed the boundary between being a 'friend' or 'consultant' versus an executive coach? If you answered 'yes,' to the above, I'm willing to bet you've put yourself into a bind more than a few times. [READ MORE.](#)

### New Talk Radio from Penn State

Rubi Ho, Sherpa VP, on business talk radio 970, WBLF-AM. Three indexed streaming audio files.  
[VISIT THE WEBSITE HERE:](#)



### The Conscious Effort To Hear

I know as Sherpas we are very aware that listening is defined as "the conscious effort to hear". It is important for us to develop our skills daily. If we don't we will become lazy and miss an opportunity to address a situation at the right time with the right question, delivered in the right way. [READ MORE.](#)

University executive education is seen as 'most qualified to certify a training program' by those who hire coaches. Coaches with classroom training and certification win more engagements than other coaches, and they charge higher rates.  
2010 Sherpa Coaching Survey



### Winning with Collaboration

There's a lot of value in working together. As an independent coach, I look for opportunities to team up with other Sherpas. I can take on larger projects, work a bigger territory and earn business I'd never see otherwise. [READ MORE.](#)

### Upcoming Executive Coaching Certifications:

- Miami University, Ohio: September 20-24 and November 1-4, 2010
- University of Georgia : September 27–October 1 and November 8-11, 2010
- Texas Christian University: October 4-8 and November 15-18, 2010

### The 5th Annual Sherpa Coaching Conference:

An invitation-only event for graduates of the Sherpa Coaching Certification. June 6-8, 2010, Cincinnati, Ohio  
[\(DOWNLOAD AGENDA\)](#)

**Reaching the Summit:** You do not lead by hitting people over the head. That's assault, not leadership. Dwight D. Eisenhower

**Did you know?** The top five US coaching markets: New York, Dallas, Atlanta, San Francisco and Philadelphia. Highest hourly rates? New York City. Lowest hourly rates among the top ten? Chicago, by a wide margin.