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In the world of strength and conditioning, learning how to move others not just physically, but also psychologically and emotionally is paramount to getting the most out of them. People are the ultimate performance variable, and understanding how to effectively blend knowledge of proper training with the nuances of human behavior is integral to helping athletes achieve their ultimate goals. Unfortunately, while much attention has been given to the science of physical training, little attention has been given to the science of communication. Conscious Coaching: The Art and Science of Building Buy-In bridges this gap. Listeners learn the foundational principles of improving relationships, enhancing engagement, and gaining the trust of athletes through targeted communication. And, every bit as important, listeners also learn concrete strategies to apply these principles in day-to-day coaching situations they will inevitably encounter. The result is a game-changing book that has been used by professional sports teams, Fortune 500 companies, Universities, multinational coaching organizations and the United States Special Forces that sets the stage for coaches and leaders of all kinds to create a culture of success not only within sport, but also beyond. Conscious Coaching is a movement and its time has come. **DISCLAIMER:** "We cannot guarantee the availability of this ebook on an external site."

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