

## Local authors dazzle global audience at flagship coaching event

Source: John Blakey Ltd

Dated: Dec 10, 2012

*Following the publication of their book [Challenging Coaching](#), Solihull-based authors John Blakey and Ian Day have received rave feedback for the presentation they delivered at the 2012 International Coach Federation global conference in London.*

Following the publication of their book '[Challenging Coaching](#)', Solihull-based authors John Blakey and Ian Day have received rave feedback for the presentation they delivered at the 2012 International Coach Federation global conference in London.

Over eight hundred participants from fifty six countries attended the conference which was held outside North America for the first time in its seventeen year history. John and Ian received an average evaluation score of 9.48 out of 10 for their session which featured video clips, case studies and their own FACTS business coaching model. It also included a lively exercise where participants were challenged to imagine they were coaching Tony Hayward, the ex-CEO of BP in the weeks leading up to the 2010 Deepwater Horizon oil spill.

Their presentation featured themes from their book which has been widely acclaimed as a bold call to action for the executive coaching profession. It has been featured in [The Sunday Times](#) and [The Guardian](#) as well as being chosen as '[book of the month](#)' by HR Director magazine.

Larry Hulsmans, President of Reframe Leadership Inc. in Canada attended the session and commented 'Your presentation at the ICF global conference was one of the best at the conference. The two of you demonstrated grace, respect and high EQ in challenging some deeply held coaching beliefs. I look forward to reading your book and practicing more challenging coaching. Thank you!'

Speaking on behalf of their writing partnership John Blakey said 'It was inspiring for Ian and I to present at such a high profile, international coaching event. The participants were enthusiastic and experienced coaches who were ready to engage with our challenging message. Executive coaching needs to adapt to the new economic realities that our clients are facing and that means as coaches we need to up our game too'.

Since the event John and Ian have been invited to present at other coaching events in Turin, Liverpool and Belfast and are looking forward to a busy 2013 spreading the messages from their book to coaches and leaders far and wide.

For more information visit their web site at [www.challengingcoaching.co.uk](http://www.challengingcoaching.co.uk)

--- End ---

Email            [Click to contact author](#)  
Country        United Kingdom  
Category        Books, Business, Human resources  
Tags            coaching book, leadership book, coaching event, business coaching, executive coaching, coaching leaders, coaching, mentoring  
Link             <http://prlog.org/12040100>



Scan this QR Code with your SmartPhone to-

- \* Read this news online
- \* Contact author
- \* Bookmark or share online