



# Ed Gash presents: *Culture Coaching* *Introductory Discount!!*

Learn How to Bridge Leadership and Management: Through Coaching!

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In the world of leadership, project management and an ever-changing business playing field, Ed Gash blows his whistle and calls you to attention. Grab your pads and take a knee as he guides you through the world of *Culture Coaching*, the bold new strategy for bridging leadership to management.

Based on his book of the same name, this training course in effective management relies on effective and productive teambuilding. Using the metaphor of a football season, Gash explains the ins and outs of project and team management by elucidating the listening, planning and communications skills necessary to complete a project successfully. In his many years of experience Ed Gash has coached people from all walks of life in all aspects of life. From middle- and high-school wrestling and football to the sales team of the Carolina Panthers NFL franchise, Coach Gash's win-loss record is impressive.

Take the journey through the four parts of a team season with Ed Gash. From Training Camp, where teams are formed, to the Preseason, where roles are assigned, to the Regular Season, where the foundation for a championship is laid, Gash blends business and football in a casual, no-nonsense fashion to help you become a better leader. At book's end, take a trip into the fabled Postseason, where you'll learn how to make your team or project championship material.

By the time Coach Gash is finished with you, you'll be able to don your own hat and whistle and do a little coaching of your own. Whether you're a manager, an executive or simply a team member aspiring to a position of leadership, *Culture Coaching* will prove an invaluable tool to reaching the top of your game.

## ABOUT ED GASH:

Ed Gash is a leadership development consultant and owns Eagle Wings Consulting. He conducts workshops in the areas of Leadership and Personal Development. Ed's varied background, coaching experiences, and often humorous approach combine to create entertaining and enlightening storytelling. Ed was president of the national award-winning chapter of the Charlotte Area American Society of Training and Development. He worked at First Union for eight years, implementing a corporate-wide leadership training program with Franklin Covey, and previously managed the training and employment functions at the Federal Reserve Bank.

## PRICING

The training, normally priced at \$895 per person, will grant companies a half-price discount per person (8-student minimum per company) as well as waive the licensing fee for the first half of 2008. This means that the training will be available at a low cost of \$449 per person. *Culture Coaching* will be available from Author House in April of 2008.

## WHAT PEOPLE ARE SAYING ABOUT *Culture Coaching*:

"The 'Culture Coaching' model is outstanding...original. We were able to apply it on three levels – individual, team, and organization-wide."

Doug Gray, Action Learning

For more information call Ed Gash at 704-458-9184 or email him at [ed@calleaglewings.com](mailto:ed@calleaglewings.com).