



# How to become an academic coach: What you need to know

*Dr. Mary Beth Averill*

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## **How to become an academic coach: What you need to know** Dr. Mary Beth Averill

If you have ever considered coaching academics as a career, then you will be delighted to know there is now a road map giving you a step-by-step process for all you need to know to become a successful academic coach.

Co-authored by Mary Beth Averill and Hillary Hutchinson, this exciting, systematic, practical, planning instrument for starting your own business and taking your career this direction is now available.

This book is available as both a print-on-demand and as an ebook for immediate download through Amazon.com.

### **Actionable items in this book:**

1. 12 chapters walk you through the process
2. Pros and cons of being a solopreneur
3. What academic coaches do (and don't do)
4. Finding and keeping clients
5. Adapting general coaching techniques for academia
6. Ethical considerations
7. Tools and resources for understanding academic culture, stages of change, and coaching the academic brain

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