

# GUIDING PRINCIPLES

of The Marshall Goldsmith: Stakeholder Centered Coaching® Network of Coaches

*We are proud of the coaches who represent Marshall Goldsmith Coaching.*

*As a community we stand for five core principles.*

We Choose to...

...be of Service to our Clients  
& Fellow Coaches

*We take care of others first, our own needs second*

...be Known for Integrity & Authenticity

*We are truthful and always honor our commitments*

...act With Generous Spirit

*We operate from an outlook of abundance and “sharing is having more”*

...be Exemplary Models of Courage,  
Humility, and Discipline

*We serve as an example of what we expect from the leaders we serve*

...have a Learner’s Mindset

*We look to learn something from every leader we coach*

*These are the standards with which we expect all members of our coaching community to live up to in their daily practice.*

**Measurably Improving Leadership**  
AROUND THE WORLD



