

Insight on Coaching – Guest Bio

Stratford Sherman, Senior Vice President, Executive Coaching Network

Introduction

Stratford Sherman is the Senior Vice President at the Executive Coaching Network and has been listed among America's "50 Top Coaches" in *The Art and Practice of Leadership Coaching* (Linkage Press, 2005). Stratford's work is focused on successful senior and high potential executives at leading companies. He has studied leadership at the highest levels, learning from such masters as Jack Welch, Bill Gates, Warren Buffett, and Andy Grove and Stratford co-authored the best-selling *Control Your Destiny or Someone Else Will* which highlights the classic study of Jack Welch's transformation of GE that is still taught in top business schools.

Experience

- His business background includes twenty years at Time Warner bracketed by stints running small companies. Stratford uses his reporting and analytical skills to provide clients with richer information about their situations; he also is trained in a variety of testing instruments, including CCL, Hogan, and MBTI, that help clients more objectively assess themselves.
- During years on Fortune's Board of Editors, he studied leadership at the highest levels, learning from such masters as Jack Welch, Bill Gates, Warren Buffett, and Andy Grove.
- Earned global reputation with the publication of *Control Your Destiny or Someone Elise Will*, the first serious study on Jack Welch's transformation of GE an a bestseller that is still taught at top business schools.
- Appeared as a commentator on many TV shows, including *The News Hour* and *Charlie Rose*
- He serves on the board of the Leader to Leader Institute and offers non-profit and service work, ranging from training leaders of NGOs to teaching in prisons.

Education

- Harvard Graduate

Professional Affiliations, Publications and Recognition

- Named one of 50 Top Executive Coaches in the book *The Art and Practice of Leadership Coaching* by Howard Morgan, Phil Harkins, and Marshall Goldsmith.
- "Rethinking Integrity" *Leader to Leader* (Spring 2003)
- *Control Your Destiny or Someone Else Will* by Noel M. Tichy and Stratford Sherman (revised 2001)
- *Leading Beyond the Walls: Wisdom to Action Series*
- *Learning Journeys: Top Management Experts Share Hard-Earned Lessons on Becoming Great Mentors and Leaders*
- "The Wild West of Executive Coaching" (*Harvard Business Review*, November, 2005) by Alyssa Freas and Stratford Sherman.