

## **Coaching as an innovative form of staff development in organisations**

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### **Abstract**

© 2015, Mediterranean Center of Social and Educational Research. All rights reserved. As a result of the study it was revealed that coaching increases the propensity of employees to self-development and selfimprovement which in its turn increases the efficiency of their activities. As to contribution of coaching in fulfilment of an employee's direct labour obligations and perspectives of his career growth, the effectiveness of this tool was also confirmed by the results of econometric analysis. It was found that an employee's awareness of effectiveness of coaching depends on the level satisfaction with the salary earned. A 1% change of the salary satisfaction index ceteris paribus will lead to a 0.89 % increase of the effectiveness of coaching. At the same time it was revealed that the most important factor in the effectiveness of the whole development process is the level of training and professionalism of a coach.

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### **Keywords**

Coaching, Innovation, Organization, Self-development, Staff development