

The period we live in is characterized by change. Not only does this change affect the world around us, but also our very selves. It also has impact on functioning and general run of organizations including the field of employee education and development. It is necessary for organizations to be viable and able to withstand growing competition in the market environment to adequately react to these changes. At the beginning, but also in the course of writing of the presented doctoral thesis, I asked myself a question, how the organizations are able to cope with the mentioned problems, what innovations does this process bring to the field of human resources and more importantly education and development management, what needs and new situations does it bring about and how are the organizations able to react to all the described challenges. My goal is to introduce coaching as one of the ways of development and to offer self-contained view on this method and its implementation in the framework of education and development in organizations. This allows me to link together theoretical concern with my own practical experience in this field and at the same time to introduce concrete examples of coaching adjustment in organizations in the Czech Republic, to explore quality and the rate of success of coaching use and to evaluate current state according to defined standards. In view of the fact that the theme of this thesis is put into context of organizations I utilized an approach based on the factor of quality. This theme appears to be crucial in many contexts and pursued in the course of the presented thesis. Viewpoint of benefit is applied on both education field and coaching problems. Besides benefits for organizations farming out education and development orders to train their employees, I also try to observe standards of quality developed by individuals, who are internal customers, and who first of all appraise benefits for their own development