

Abstract

The bachelor's thesis deals with coaching as a method of the development of staff and thereby also of organizations in the Non-Commercial Sector. The thesis focuses on the theoretical knowledge related to coaching, its development and methods, external and internal coaching, the coach's competencies and coaching research. Attention is paid to the specificities of the development and motivation of staff working in the Non-Commercial Sector and to the existing treatment of coaching in the Non-Commercial Sector as a topic in scientific literature and other sources. The thesis includes the author's original qualitative research that was performed using semi-structured interviews with five coached staff members from the Non-Commercial Sector, specifically from the social area, from regional authorities and from the education system. The research focuses on the specific forms of the use of coaching in the Non-Commercial Sector, its context, the benefits for the development of staff members and organizations, as well as on the specificities of coaching in the Non-Commercial Sector. The research outputs illustrate the current situation in the use of coaching in Non-Commercial organizations.

Key words: coaching, coaching methods, coaching forms, coach's competencies, Non-Commercial Sector, non-profit organizations