Abstract
Diploma thesis is devoted to an analysis of psychological coaching as a method promoting the use of human resources and human potential to the performance improvement and employee development. The theoretical part provides a definition of coaching. It deals with the principles and techniques of coaching, perception of reality, finding solutions and by setting and achieving goals. It discusses human potential as a layout of assumptions to human performance and its exploitation. It describes ways to improve the performance and life satisfaction through coaching. The work also presents an overview of psychological approaches in coaching.

The second part consists of a quantitative research, in which they analyzed the results of sales representatives, who took coaching sessions, before and after coaching.

Based on the results of the research part of the thesis, there is a statistically significant difference (p < .001) between the performance of sales consultants before coaching and in three other measurements after coaching.

Key words
Coaching, self-coaching, goals, coaching principles, effectivity, sales person, performance, potential.