

This work describes theoretical background of coaching and it compares coaching with other methods in human resources development areas. The main context is the usage of coaching in corporate organizations. This work also combines coaching methodology with personality type approaches, in this case through the lenses of MB TI. Description of a developmental project implementation for an IT organization in the Czech Republic provides a framework in which coaching is shown as a main component of such a developmental project. It also explores the relationship between theoretically derived developmental needs of individuals and those of empirical origin. In a closing section it provides a view on status of coaching both nowadays and in the future.