

Coaching high achievers

Future for Coaching

The corporate need to understand and to plan for coaching

Coaching is still in its infancy. There's not even an accepted definition of what exactly it is. What's the difference, for example, between a life coach, an executive coach, a business coach, a performance coach and a mentor?

Yet understanding how the coaching business will develop and the services it will supply is important for those executives and companies who expect to build coaching into their future plans.

So where will coaching be in five years time?

Bill Pitkeathley is one of the UK's first coaching experts to paint a picture of how the coaching business might develop over this period.

Two forms of coaching

In this paper Bill looks at the two forms of coaching that will have a special impact on UK companies: executive coaching and management coaching.

Executive coaching, argues Bill, specifically supports people who are either CEOs, Directors or potential Directors of their organisations. Management coaching caters for levels immediately below down to junior managers.

Where will they come from?

Bill thinks organisations will turn almost exclusively to outside coaching companies for executive coaching, while they will increasingly 'grow their own' management coaches.

But where will all the coaches come from who will be needed, if the coaching sector continues to develop as it has done over the last few years? Bill Pitkeathley has a view and, importantly, offers organisations some expert advice on how to make sure that they have the right kind and number of coaches 'on tap' when they need them most.