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**COACHING IN UKRAINE: DEVELOPMENT AND PROSPECTS**

One of the most important tasks for economics of each country is to be stable, productive and competitive. First of all, it depends on the development of human resources and good organized management. So they need a good leader who understands the main goals, sees obstacles on the way to success and knows how to overcome them, is able to organize his personnel and persuade them they could be successful. Increasing interest to these problems makes coaching techniques so popular in modern business world. Coaching is “a professional partnership between a qualified coach and individual or team that supports the achievement of extra-ordinary results, based on goals set by the individual or team” [2].

Being widespread in all developed countries, coaching as a style of management appeared in Ukraine in the beginning of the XXI century. It was studied in a different ways: as the innovative style of personal management [6], [7], as a way to improve some strategies of management in enterprises [4], and entrepreneurial activity [9]. There are also some researches dedicated to educational coaching [3] and coaching as a style of management in pharmaceutical branch [8]. But issues about the specifics of the development of coaching in Ukraine are still need to be solved. It makes our research actual. So, the aim of this article is to study the peculiarities of coaching in Ukraine and to show some prospects for its further development.

To start with, I would like to expose the development progress of coaching in Ukraine in different ways. Analyses of articles, which were written during the last 10-11 years, shows that understanding of coaching and his role in economics has changed: in 2004 coaching interpreted as a psychological consulting for business only, especially for managers or shareholders of big enterprises and companies or for their personal, helping them to overcome some stereotypes [10]. But modern business tends to be competitive and profitable. This inclination changed understanding of coaching in our society. It means one of the most effective techniques to improve management and personal’s positive thinking. That’s on one hand. On another one – coaches became more skilled and experienced. A lot of them obtained diplomas of Erickson Collage International – the most prestigious school of coaching.

Coaching in Ukraine is developing in theoretical and practical aspects. A lot of ways of coaching research appeared in economics (especially in entrepreneurial activity), in IT-technologies, education, medical services. Practical coaching is connected with the activity of international organizations (European Mentoring and Coaching Council, Working People Group (which represents Erickson Collage International in Ukraine), International Coaching Federation) and domestic one (Academy of Coaching Art, Integral Coaching School “The Free Space” etc). They organize regular trainings, preparatory courses; provide coaching and consulting practice in business and media.

The development of coaching in Ukraine has some features, caused by local surrounding. At first, being connected with business management strategies coaching centers are located in big cities (Kyyiv, Lviv, Dnipropetrovsk, Odesa, Kharkiv, Kryvyy Rig). Secondly, statistical data and latest researches [7, p. 99] prove that, however, Ukraine has been associated with international organizations, coaching spreads slowly. According to L. Lubohynets, Ukrainian top-managers should be better informed about coaching [7, p. 99]. To our mind, first of all they should be ready for changes.

We also must confess that coaching has been developing not in business only, but also in high education, IT-technologies and pharmaceutics. It became more diverse and professional using individual and group techniques.

Changes in understanding of coaching in Ukraine are also visible. On the very beginning of practical coaching it was characterized as some kind of business, as the way to earn [10]. Now it treats as “a philosophy, a system of technologies and methods directed at the formation of some goal and its quick achievement due to consulting support and coach training” [5, p. 51].

It is evident that surrounding determines some styles of behavior. If we change our surrounding, we will change all the arrangement of things. Why coaching is so important for Ukrainian economic space and how this space could be improved? Coaching, especially individual, can break down stereotypes and free our mind for understanding the main goal and tasks we should do, helps to find the best solution of problems. It gives a strong motivation for grows. In crisis situations it is very important. Coaching could be useful in planning of stuff-management strategies. It gives a possibility to clarify the role of each of the stuff on the way of the aim. Having a good staff the firm or organization becomes more competitive. Coaching ideas should be spread with all branches of economics. It could change the attitude to our responsibilities, problems and solving them. So changing our mind we can change our surrounding.

And finally, what are the main prospects for coaching development in Ukraine?

1. Coaching should be studied by scientists and adopted to our mentality and surrounding.
2. It should be used at practice of the most conservative branches of economics (for example, in medicine) for further analyses and developing of their activity and stuff-policy.
3. Coaching is a way to increase consulting and public services.
4. Coaching also could be invested and gave a good income.

Coaching is way of growing and development which begins in our mind and finishes in success. In crisis conditions of Ukrainian economy it would be effective, but still needs to be investigated and developed there.

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