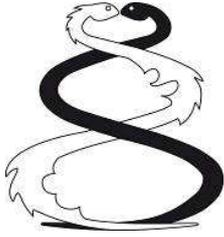


# ABSTRACT



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## ***“Global Trends in Coaching Practice at the Workplace and in Personal Life” Is Coaching Practice Effective and Increasing Worldwide?***

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Research on the efficacy of coaching has been slow to emerge since the inception of its use in the late 1930s. Existing theoretical and empirical evidence is scarce, yet the successful use of many proprietary methods and models of coaching have been re-reported. The purpose of this thesis is to define: what Coaching is, where and why it arose, who it is for, what it does, how it works, what some of the most important skills and qualities are, the mindset needed by the coach, what Coaching is not and refer to some of the ethical issues as well as tools for measurement.

All methods and models of coaching emphasized unconditional respect for each individual's capacity to make their own choices and achieve fulfillment through self-actualization. The coaching process was found to be holistic, client-centered and focused on human value and potential.

The purpose of the proposed research study is to test the hypothesis that coaching increases client and business satisfaction as measured by quality of life indices in an effort to determine if this new helping intervention is impacting our society in a useful and positive way focusing in Latin-American Region as sample surveys.

Demonstrating the efficacy of coaching is not only socially significant for the protection of the consumer, but ethically imperative to substantiate claims being made by those who coach, reason why we have included in this thesis some proposal of good practice.

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