

## Abstract

This diploma thesis presents coaching as an independent profession. It shows that it is not just a method of training, counseling or employee management, which would then follow the ethics of the fields in which it is applied, but that coaching is a profession that has its own methodology, research and practice, during which arise specific ethical issues, and this diploma thesis will focus on selected ones. The first part deals with the issue of the concept of coaching. Based on the definition of coaching and its historical development, it tries to distinguish coaching from psychotherapy, mentoring, counseling and also from sports coaching. It examines the etymology of the word coach, whether there is any more suitable Czech equivalent of this profession designation, which is closely connected primarily with the sports environment. It tries to define the professional base of coaching, to find its position among the helping professions, to show its independence and thus to obtain starting points for future ethical reflections.

In the second part of the diploma thesis, the paradigm of the coach-client relationship is determined, the coach's professional competencies and assumptions on the client's side are defined. It also presents ethical issues that are specific to the coaching profession. These problems arise, among other things, in the tripartite relationship between the coach, the client (the coached employee) and the process sponsor (the employer who pays for the service). The diploma thesis deals with, for example, the issue of conflict of interests, who and who should report on the results of the work, the issue of setting boundaries and the process of confidentiality, but also the issue of remuneration, which is often linked to the financial gains of the coached client. Due to the fact that the professional code of ethics in this area is vague, it will be carried out in the form of a literary search

of long-term coaching authors such as T. Bachkírová, D. Drake, I. Jordan, or L. Wildflower, as well as Czech experts, namely not only in the field of the Exercise profession, where the key works of J. Mühlfeit are, but also in the field of education and counseling (J. Plamínek or K. Urban) and last but not least in the field of ethics (J. Jankovský or M. Nečasová).

### **Keywords**

Coaching, ethics, ethics in coaching, helping professions, professional relationship, client's interests, confidentiality, conflict of interests, respect.