



# Internal Coaching: The Inside Story (Professional Coaching)

*Katharine St. John-Brooks*

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*Internal Coaching: The Inside Story* provides a window into the world of internal coaching: the challenges and rewards for the coaches themselves and the ways in which organizations can ensure that they can get best value for money from their investment in them.

Internal coaching is booming. A recent survey showed that nearly four fifths of large organizations in the UK believe that internal coaching (that is coaching delivered by one employee to another in a different chain of command) will grow over the next three years. Yet there has been surprisingly little written about the unique nature of the internal coaching role. Drawing on the stories of hundreds of internal coaches, coach sponsors, lead coaches, supervisors of internal coaches and coach trainers, *Internal Coaching: The Inside Story* gives internal coaches a voice. It makes available to hard-pressed HR directors, talent managers, and learning and development professionals the fruits of very practical research into what is working in organizations and how they might maximize the value for money they get from their investment in internal coaches. The whole aim is to stimulate thinking and be a catalyst for generating options and choices. In the words of its author: "My dream is that, every few pages, a reader somewhere will think: 'Now that's a good idea. We should think about trying that.' "

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