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## YSC to operate new coaching service at BT

Corporate psychology consultancy YSC is to operate BT's new Executive Coaching Service, to be launched on 9th January 2007.

YSC says it will be responsible for managing a single, global process for all executive coaching requirements, matching coaches to coachee requirements and managing data on objective setting, quality and impact. They will also be working with BT to ensure that the coaching service ties in closely to their people strategy and leadership capability approaches.

Andy Binns, head of learning and development at BT said: "This new Service will give us a way of getting facts on the impact coaches are having. We will use this to decide who to work with. We need to know that the coaches that operate in BT are the best. We are also going to invest in the coaches themselves, as we want being a 'BT coach' to be synonymous with the best in the industry."

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