

# **The Effects Of Managerial Coaching Behaviors On The Employees' Perception Of Job Satisfaction, Organisational Commitment, And Job Performance**

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**Abstract:** Coaching is the main key to the development and improvement of talents and to actualize these potential talents. In today's world, coaching is accepted as the supportive activity of individual progress and organizational efficiency and most of the organizations are willing to invest in coaching courses for the managers, specifically those whose job is important, because effective coaching has a significant impact on the performance of organization. Present study aims to examine the existed relationship between managerial coaching behaviors in employee's perception of job satisfaction or organization's commitment and job performance. Population of the current study is the staff of Iran insurance agencies in Guilan province (Rasht and eastern Guilan). In order to analyze the information, 149 questionnaires have been used. Each variable was explored using descriptive statistics and then they were analyzed through structural equation modeling method. Present study is a descriptive study by execution and applicable by aim and eventually the required data were collected through field research. Results indicated that there is a positive relationship among managerial coaching behaviors and job satisfaction, clarity of role, job and organizational commitment and performance. **Keywords:** managerial coaching behavior, job satisfaction, job commitment, clarity of role, job performance

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