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In Capitalism's Hands

Coaching at Work

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A book about capitalism's "new mindset," which has set its sights on the individual, even the self.

"A happy employee is an efficient employee": this credo has paved the way for an array of discourses and practices in companies: advice from therapists, training in "benevolent management," the emergence of Chief Happiness Officers, meditation sessions for decreasing workplace stress, etc.

A new activity at the heart of these changes is tempting practitioners: coaching. Its interventions, orchestrated by HR departments converted to the ideas of personal development, remain shrouded in a certain mystery. Is coaching the symbol of capitalism with a human face, or the opposite—an agent of managerial mandate for well-being and self-optimization?
