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**Integral methodology and non-directive managerial anthropopractices of business development in the long term. Practice of support of individual and corporate clients (ecological coaching). Part 1.**

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This article presents the alternative approach and method of psychological work in the field of professional, career development and the creation of own businesses, which were developed about twenty years in the process of psychological and business counseling, business training, psychological support of business, psychotherapy. The approach and method are aimed at the effective solution of administrative problems, the development of personal and organizational performance, individual motivation of the manager and motivation of the organization's staff, stress resistance, creativity, ability to learn, ability to manage time, working in teams, communicating effectively, resolving conflicts, and others. "Business" side of the human life (business, career, profession) is considered in conjunction with the "personal" (emotions, physical reactions and conditions, psychological and physical health, relationships), because their separation is artificial and often impractical. Practicality, efficiency and uniqueness of the approach and method lie in the fact that it takes into account the "cultural codes" — the national mentality and character, social, political and economic history of our country, traditions which were formed historically and which are exist under the influence of global changes in the today's world. There are examples of the professional, career and business counseling practice.

**Keywords:** coaching, psychological follow-up, non-directive anthropopractices, professional and career development, methodology and method of dealing with administrative tasks, individual and organizational coaching, hierarchy of needs, "zone of proximal development"

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