

COACHING OR THERAPY?

	<u>Coaching /Consulting</u>	<u>Therapy /Counseling</u>
Terminology	Coaching is simply assisting another person in getting to a desired result. Consulting is usually problem focused and gives professional or expert advice for the specific task at hand.	The word ‘therapy’ is used in the sense of ‘treatment’, the word ‘counseling’ is used in the sense of ‘psychoanalysis’.
Definition	Coaching: partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. Noted by ICF	Therapy: primarily assists patients/clients resolve deep-rooted pain and improve emotional states. Noted by University of Cambridge (UK), Dr. Zoran Vujisic
Focus	Coaching focuses on the client’s present and future life to facilitate his/her creation of a plan for achieving a clear stated goal.	Therapy generally focuses on the client’s past to resolve issues and to address individual and/or relational behavior and/or emotional and psychological pain/conflict. The focus is typically retrospective, dealing with unconscious issues and repair of damage from earlier experiences.
Orientation	The coach's orientation is prospective, focusing on goals, untapped potential, and critical success factors in a whole person who seeks to maximize his or her fulfillment in life and work. It is directed towards the unleashing of client potential/skills.	Therapy addresses patient/client thoughts, behaviors, feelings, and/or emotions. Reality is addressed to identify symptoms, establish a diagnosis, and develop/construct a treatment plan.
Credentials Training	The coach <u>does not</u> require subject matter expertise. Professionalism, certification and degrees are not required; however, overall qualifications should be considered when hiring a coach.	The therapist <u>requires</u> extensive subject matter expertise related to pathologies, dysfunction, diagnoses, therapeutic treatments, etc.
Accredited Models	International Coaching Federation (ICF)See: https://coachfederation.org/core-competencies Coaching utilizes the educational/learning and developmental/growth models/methodologies, with a focus on goal achievement and self-actualization.	Therapy primarily employs the medical/clinical disease model/methodology, diagnosing abnormal, pathological, and maladaptive/dysfunctional behavior, pain, and/or relational conflicts.
Financial	In coaching, payment is not covered by insurance. In some circumstances employers cover the cost of coaching.	In counseling, payment is often covered by medical or other insurance.

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Relationship between client and professional	<p>The coach and client are "in partnership." implies more collaboration.</p> <p>Boundaries are more relaxed and greater flexibility within the coaching relationship.</p> <p>"Coaches must stay in the here and now; they do not go into the past to try and figure out why a person is behaving in the way that they are", stated a psychologist from Washington State</p>	<p>Therapist typically do not develop friendships with their therapy clients.</p> <p>Self-disclosure is minimal unless it is considered beneficial to the therapeutic process.</p> <p>Boundaries are usually rigid and impermeable in therapy relationships.</p> <p>Extensive clinical training and education experience due to psychotherapy has aligned itself with the medical model.</p> <p>the therapist is the so-called expert who knows more about the diagnosis or problem than he or she (the client) does.</p>
Summary	<p>A coach will offer guidance by:</p> <ul style="list-style-type: none"> . Clarifying and achieving personal and professional goals . Creating business plans . Working to improve communication skills . Achieving financial independence and security . Achieving a work/life balance . Starting a new business or growing a current business 	<p>A therapist focuses on ways to:</p> <ul style="list-style-type: none"> . Recover from past traumas . Explore why past relationships (business or personal) have been destructive . Work through depression or anxiety that affect your ability to function at home or work . Survive a divorce or loss of a loved one