



Coaching or therapy?

COMPARISON CHART

	THERAPY	COACHING	NOTES
APPROACHES IN SESSION			
Focus on growth	✓	✓	
Focus on healing	✓		
Focus on performance		✓	Performance: helping people who are already functioning at ordinary or even higher levels make additional gains.
Focus on mental health care	✓		Mental health: periodic or ongoing unhappiness, doubt or angst, contributing to thinking and behavioral patterns that interfere significantly and chronically with functioning
Tactics or strategies	✓	✓	
Current focussed	✓	✓	Client identifies and describes <u>current</u> problematic thinking and behaviours so they can work to modify them
Past focussed	✓		Client identifies, describes, explores and processes <u>current and past</u> experiences, emotions, history, relationships and/or psychological wounding in order to understand and integrate their impact so they no longer cause distress.
Skills training	✓	✓	
Action oriented		✓	Therapy may give some attention to action but it is not generally the focus
Emotion-focussed		✓	Coaching may give some attention to emotions but they are generally not the focus
Directive		✓	Therapy can be directive, depending on the type
Process-oriented	✓		Coaching may give some attention to process but it is not generally the focus
Teaching	✓		Providing information about the topic that is the focus of the coaching agreement
Psychoeducation		✓	Teaching about human behaviour and psychology as it relates to the psychological and emotional issues the client is experiencing
Mentoring	✓		
Practitioner self-disclosure		✓	Therapists will at some times share their personal experience in service of the client's process. Therapists are more likely to be transparent about their inner process with the client in session than they are to disclose their personal experiences.
Client assigned formal homework from every session		✓	CBT is a type of therapy that involves homework.
Very concrete and specific behaviour goals		✓	CBT is a type of therapy that involves behavioural goals.



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FEATURES	THERAPY	COACHING	NOTES
PROFESSIONAL PRACTICE			
Contracted end point of the client-practitioner relationship		✓	
Fees paid in packages	✓	✓	Depends on the conditions established by the regulatory body
Fee paid session by session	✓	✓	Depends on how the coach structures their service offerings
Practitioner authority comes from personal experience with the issue		✓	Therapists may have lived experience with the issues they treat. They may or may not disclose this to their clients.
Practitioner authority comes from meeting academic and licensing requirements	✓		Therapists may have personal experience with the issue in addition to their academic and licensing requirements
Regulated profession	✓		
Practitioner can treat mental illness	✓		
Practitioner can diagnose mental illness	✓		in some cases, depending on the licensing body
Practitioner formal training required	✓		Many coaches have graduated from training programs, but the extent and nature varies and training is not required to practice.
Practitioner must adhere to a code of ethics or can lose license	✓		Some coaching programs ask graduates to voluntarily adhere to a code of ethics.
Practitioner subject to investigation by the regulatory body and possible license suspension or removal	✓		
Formal complaint and disciplinary process for practitioner entrenched in law	✓		
Strict boundaries on client-practitioner relationships outside of sessions imposed by law	✓		
Practitioner fees qualify for insurance coverage or reimbursement	✓		In some cases, depending on practitioner designation and subject to the client's contract with the insurance company
TOTAL			

This table is intended as a tool to support decision-making. Circle the checkmark when the item is something you want. When you're done, count the circled checkmarks under each column and enter the total in the bottom row. The column with the highest total circled checkmarks is the best type of service to start exploring for the needs you have identified.