

Distinguishing Coaching

COACH

Supports, promotes and facilitates client's self-awareness, growth and learning. Co-creative and equal relationship. Client owns the agenda. Building on client's strengths, coach supports in the move towards to desired future state and sustainable change. Often requires behavioural change.

CONSULTANT

Trusted domain expert, diagnoses/solves problems. Has a specific deliverable. Consultant owns the solution, can help implement it. Generally not involved in behaviour change.

MENTOR

Mentor is usually more skilled and/or experienced. Mentor offers advice and can create connections based on their own expertise, knowledge, experience and networks. Can be a sounding board.

MANAGER

Hires and fires, sets expectations, measures performance. Tends to tell/explain rather than ask/listen. Unequal relationship – the manager is the boss.

TEACHER

Teacher is the expert who imparts his/her knowledge. Teaching is focused on general skills applicable to a range of students and uses follow up techniques to gauge learning.

THERAPIST

Medical/healing orientation. Works to improve dysfunction. Therapist is the expert who diagnoses, then offers professional expertise to provide a path to healing. Doctor-patient relationship.

FRIEND

Focus is on social interaction, reciprocal life sharing. The end-game is the relationship itself, rather than learning and growth.