

# 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.