Coaching VC. Counseling

While there are some similarities between coaching and counseling, they are very different activities and it is important that you understand the differences between them. Counseling is a health care service and is usually reimbursable through health insurance policies. This is not true for coaching. Both coaching and counseling utilize knowledge of human behavior, motivation and behavioral change, and interactive helping techniques. The major differences are in the goals, focus, and level of professional responsibility.

The focus of coaching is development and implementation of strategies to reach client- identified goals of enhanced performance and personal satisfaction. Coaching may address specific personal projects, life balance, job performance and satisfaction, or general conditions in the client’s life, business, or profession. Coaching utilizes personal strategic planning, values clarification, brainstorming, motivational techniques, and other helping techniques

The relationship between the coach and client is specifically designed to avoid the power differentials that occur in the counseling relationship. The client sets the agenda and the success of the enterprise depends on the client’s willingness to take risks and try new approaches. The relationship is designed to be more direct and challenging. You can count on your coach to be honest and straightforward, asking powerful questions and using challenging techniques to move you forward. You are expected to evaluate progress and when coaching is not working as you wish, you should immediately discuss with your coach and then together you and the coach can both take steps to correct the problem.

It is also important to understand that coaching is a professional relationship. While it may often feel like a close personal relationship, it is not one that can extend beyond professional boundaries both during and after our work together. Considerable experience shows that when boundaries blur, the hard won benefits gained from the coaching relationship are endangered.

No information in my coaching services is intended or implied to be a substitute for professional mental health, medical, or legal advice or is meant to replace any of these professional relationships. I recommend that you consult a qualified professional prior to utilizing any of the information provided by me during any of my coaching services.