

How Coaching is Different



Type of Development	Expertise	Typical Conversation
Executive Coach: A coach concentrates on personal and professional success. Good coaches are effective at helping clients to achieve their goals and getting what they want out of life. Coaching is future focused, aimed at identifying and understanding barriers and designing strategies and actions to eliminate those barriers and improve effectiveness. Knowledge resides with the individual being coach.	I know how to help you identify and design learning strategies and actions that will work best for you.	“What have you tried? How has this worked? What else can you try?”
360° Feedback Facilitator: The singular purpose is for a coach to debrief the results of the assessment and develop an action plan. The engagement tends to last about six weeks.	Here is another perspective on how to interpret your 360° feedback report.	“Do you see a trend with this data?”
Consultant: A consultant gives expert advice. The focus is on acquiring a specific technical expertise. The consultant has the knowledge.	I know how and this is what you are paying me to tell you.	“This is my recommendation of how to do it.”
Traditional Supervisor: A supervisor provides direction and guidance regarding the execution of specific duties. The focus is on understanding how to get the results done the right way. Knowledge resides with the supervisor.	I know the best way that you should do this.	“This is what I am looking for.”
Trainer: A trainer provides a structured program based on personal knowledge. The focus is on the acquisition of specific knowledge or skills. The trainer has the knowledge.	Here is what I know about this subject.	“Research and experience have shown this to be the best way.”
Mentor: A mentor provides knowledge, information and advice based on his or her experience. The focus is on passing on guidance that helped the mentor be successful in a similar situation in the past. The experience resides with the mentor.	My experience has been that you should do it this way.	“This is how I did it.”
Counselor or Therapist: A counselor or therapist provides support in enabling individuals to deal with experiences that are negatively impacting their lives. The focus is on reconciling the past. Understanding resides with the individual only after the counselor has supported the reconciliation process. Knowledge eventually resides with the individual.	I know how to guide you to psychological well-being.	“What in the past is inhibiting you from getting what you want out of life today?”