

	Traditional Therapy or Counselling	Coaching
Primary Life Focus	The focus is on the person's past. Deals with healing emotional pain or conflict within an individual or in a relationship between two people. Some forms of therapy e.g., Brief Solution Focused and CBT focus on the future.	Focuses on a person's present, in order to help them create actionable strategies for achieving specific goals in one's personal and work life and act towards the future. The emphasis in a coaching relationship is on action, accountability. A highly experienced coach will know when to look at the past because it informs the present, as well as in order to help distinguish limiting belief systems.
Subject Focus	Based on feelings and emotions.	Action and outcomes. Actively un-taps clients potential
Model	Medical or clinical diagnosis of pathology or relationship conflicts.	Learning and developmental, focusing on attainable goals and possibilities.
Nature of Issue	Identifiable dysfunction.	A generally functional client desiring a better situation
Treatment of the Past	Understand and resolve the past.	Understanding the past in the context in which future goals are set.
Questions Asked	WHY?	HOW? WHAT? WHEN? and WHY, a form of seeking insight, is emphasized less than action
Client Goals	Help patients resolve old pain and improve emotional states	Helps clients learn new skills and tools to build a more satisfying successful future; focuses on goals
Accountability for Goals	The goals of therapy are for the person to be accountable for their feelings and emotions and change can be identified internally but not usually measurable unless using a CBT.	Coaching goals, like business goals, usually have to do with one's external world and behaviour and is measurable.
Relationship	Therapist / Client relationship The therapist offers perspectives and helps the clients discover their own answers.	Co-creative equal partnership The coach offers perspectives and helps the clients discover their own answers.
Function	The Therapist diagnoses, then provides professional expertise and guidelines to provide a path to healing	The Coach stands with the clients and helps him or her identify the challenges, then partners to turn challenges into victories, holding client accountable to reach desired goals.
Training or Educational Background	Therapists require extensive expertise in the subject matter of the therapy: marital counselling, childhood abuse, etc. A therapist	Coaches, deal in process, do not require subject matter expertise. Coach with work, training and education background enhances

	can use coaching skills to support the client.	and utilises their experience towards greater understanding and knowledge of the clients issues. Coach can utilise counselling and diagnoses to enhance the client towards unlocking past limitations to achieving goals for e.g., bullying at school affecting being experienced at work.
Style	Patient, nurturing, evocative, indirect, parenting, cathartic.	The same, excepting, parenting, but also catalytic, challenging, direct, straight talk, accountability
Rate of Change	Progress is often slow and painful because the issues are often subconscious and fundamental.	Growth and progress are rapid and usually enjoyable.
Responsibility for Outcomes	The therapist is responsible for both the process and the outcome.	The coach is responsible for the process; the client for the results.
Disclosure	Limited, if any, personal disclosure by the therapist	Personal disclosure by the coach used when relevant as an aid to communicating.
Payment	Often covered in some part by insurance; or through the Employee Assistant programme but almost never by any other third-party	Not covered by insurance; employers may pay for coaching of individuals

Counselling more or less focuses on the how *past* experiences are impacting one's current mental and emotional health. Therapy can also be utilized for deeper personal growth that encompasses the past, the present and the future.

Coaching is a way to take one area of life, such as your gift, talent, passion and improve it. It is a way to maximize one's potential by focusing on what one is going to do to improve, enhance, or alter their current situation. It is about excelling from where you are. It might have to do with exercise, job promotion, or performance enhancement. Coaching is used as a way to move beyond removing poor lifestyle choices to adding healthy lifestyle choices. Where I might use therapy to help someone deal with anxiety and depression, I will use coaching to help someone maximize their talents, gifts, potential in their field or figure out what that field might be.