

Coaching vs. Therapy Guide

Here’s a quick guide to help you understand the differences between coaching and therapy:

Coaching		Therapy
Coaching is the process through which a certified coach uses evidence-based approaches to help you gain a deeper awareness of a challenge you may be facing, identify growth opportunities, and create action plans to move towards your goals.		Therapy is a treatment in which you and a licensed therapist work together to understand mental health concerns and develop a plan for addressing them. Therapy is appropriate if there’s a clinical concern, as defined by the duration of symptoms, severity, and clinically significant interference with social, emotional, and/or occupational functioning.
Address non-clinical symptoms such as burnout and stress	Clinical Symptoms	Address clinical concerns such as ADHD and depression
 • Actions to make progress from the present • The “How” in achieving goals	Focus Areas	 • Feelings and beliefs • The “Why” in behavioral patterns
 • Maximize potential • Optimize skills • Increase productivity • Goals oriented	Outcomes	 • Address clinical symptoms • Reduce clinical distress and functional impairment • Increase ability to manage clinical symptoms
 • Building healthy habits • Reducing stress • Mindfulness • Anxiety around relationships • Productivity • Burnout • Communication skills • Financial well-being • Professional development	Common Discussion Topics	 • ADHD • Anxiety • Depression • Eating disorder • Grief • OCD • Trauma
30-minutes	Session Length	45-minutes
 Providers are ICF-Certified (Gold standard of coaching)	Provider Credentials	 Providers are licensed with minimum of Master’s Degree

