

INFORMATION ABOUT

WHAT IS COACHING AND WHAT IS NOT

What is coaching...

Coaching is an ongoing professional relationship that helps people produce extraordinary results in their lives, career, businesses or organizations. Through the process of coaching clients improve their performance and enhance the quality of life. Coaching is about results and moving ahead.

... and what is not?

Coaching is not for the ill or unstable! Coaching is not a treatment. Coaching assumes wellness (or at least fitness) and works from the present going forward to change and improve the client's life while not going into the "why's".

What is the role of a coach?

The coach guides and facilitates the client's progress toward defined goals. These may concern relationships, career, self-confidence, work/life balance, financial matters or the feeling that "there must be something better than this".

What are your benefits?

You will get results much easier and quicker. You will clarify your direction and you will take action and stop procrastinating. Your motivation will increase. You will be less stressed. Your career success will accelerate. You will have a partner to work with and won't feel like you are doing it alone. You will have a sounding board for new ideas.

Difference between coaching, counseling, therapy, psychology, psychiatry and mentoring

	Coaching	Counseling	Therapy	Psychology	Psychiatry	Mentoring	Consulting
It helps by personal development.	✓	✗	✗	✗	✗	✗	✗
It works from the present going forward to change and improve the client's life.	✓	✗	✗	✗	✗	✓	✗
It facilitates to make the best decision.	✓	✗	✗	✗	✗	✗	✗
It is goal focused, also if the goal changes frequently.	✓	✗	✗	✗	✗	✓	✓
It is a guiding process.	✓	✗	✗	✗	✗	✓	✗
It increases the client's motivation.	✓	✗	✗	✗	✗	✗	✗
It bases on "medical model". (diagnosis of illness or instability, prescription of appropriate treatment and implementation and supervision of said treatment.)	✗	✓	✓	✓	✓	✗	✗
It looks back in the client's past to repair damage from earlier experience.	✗	✓	✓	✓	✓	✗	✗
It goes into the "why's".	✗	✓	✓	✓	✓	✗	✗
It is a relationship to the client based on power and authority.	✗	✓	✓	✓	✓	✓	✗
It requires being expert in a particular business field.	✗	✗	✗	✗	✗	✓	✓
It gives advice and takes decisions.	✗	✗	✗	✗	✗	✓	✓