



## Comparing Therapy and Coaching

Traditional Therapy	TRADITIONAL COACHING	 <b>SUCCESS COACHING</b> <i>"The Difference That Makes the Difference"</i> 
◆Works with patients.	◆Works with clients.	▶ Works with clients.
◆Defines a Therapist - Patient relationship, where the Therapist has the solution.	◆Defines a partnership of equals. The Coach presents alternatives but the client ultimately determines his or her own solutions.	▶ Defines a partnership of equals. The Success Coach teaches clients to empower themselves to <b>FIND</b> and <b>IMPLEMENT</b> their own <b>successful</b> solutions.
◆Diagnoses mental illnesses and attempts to deal with identifiable conditions in a client by treating symptoms.	◆Turns problems into challenges and seeks solutions.	▶ Identifies the root cause of the problem and creates a new mental pattern within the client, <b>SOLVING</b> the problem and <b>CREATING</b> new choices for success.
◆Generally works with a patient's past and the traumatic events therein and seeks healing of those events.	◆Understands the past as a framework for the present. Works with a client's present and assists in helping him/her to create a positive future.	▶ Understands the past as a framework for the present, realizing that obstacles from the past must be processed. The Success Coach equips the client with the tools needed to process the past and to become <b>EMPOWERED</b> to create the desired future.
◆Has the perspective of a "broken patient" who somehow has to be fixed by the Therapist.	◆Focuses on actions, outcomes, and process, remembering that a client is perfectly capable of achieving his best performance and only has to get in touch with those capabilities. The Coach will highlight and encourage the client to focus on actions and outcomes	▶ Focuses on actions, outcomes, and process, remembering that the client is perfectly capable of achieving his best performance and only has to get in touch with those capabilities. Acknowledges that focus is required and then <b>EQUIPS</b> the client with the tools necessary to be successful in creating lasting focus.
◆Operates "as if" emotions are a sign that something is wrong and are therefore to be avoided.	◆Assumes emotions are natural and looks for ways in which to utilize them better.	▶ Assumes emotions are natural and looks for the <b>INTENTION</b> and <b>PURPOSE</b> of expressing those emotions.
◆Asks WHY? Asking WHY reveals reasons but not results. WHY gives the Therapist more content but not the structure or the process.	◆Asks WHY, HOW and WHAT?	▶ Asks <b>HOW, WHAT</b> and <b>WHAT IF?</b> Asking these questions gives us the structure and process of the issue.

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♦The Therapist encourages the patient to talk about and thereby resolve old pain. This technique requires re-living pain and symptoms to get rid of them.	◆The Coach helps the client explore new ways of thinking and new ways of looking at things.	▶The Success Coach helps clients to discover the process by which they prevent the achievement of goals and objectives, and equips them to adopt <b>NEW PROCESSES</b> and <b>INTERNAL STRATEGIES</b> to achieve desired outcomes. The Success Coach helps the client relieve old pain without re-living it.
♦Relies on a diagnostic and statistical manual to diagnose pathology. Operates in a medical or clinical manner.	◆Understands that coaching is a model of learning and discovering potential that focuses on the future and its achievable goals and outcomes.	▶Understands that coaching is a model of learning and discovering potential that focuses on the future and its achievable goals and <b>SUCCESSFUL</b> outcomes.
♦Generally, because of transference, the Therapist will not talk much about her/himself.	◆When appropriate the Coach shares much about his experience that is vital to learning.	▶When appropriate the Success Coach shares much about his experience, which is vital to learning.
♦In most psychotherapy, the patient's progress is time consuming.	◆The changes are fun, but can also be time consuming. Most coaches require a six-month time commitment.	▶The changes amaze most clients since they are so <b>FAST</b> and so much <b>FUN</b> . Most issues are successfully dealt with in 3-5 sessions.
♦The Therapist targets a diagnosis for the patient, then puts forth his or her training in diagnosis and treatment of disease in order to offer a path to healing.	◆The Coach aligns mentally with the client, identifies the challenges through discussion, then provides coaching to move beyond the challenges to create wins. In the process, the client is responsible for achieving the outcomes. The Coach realizes that the client <b>ALWAYS</b> has control over his/her results.	▶The Success Coach aligns mentally with the client, identifies the challenges through discussion, then provides coaching to move beyond the challenges to create wins. In the process, the client is responsible for achieving the outcomes. The Success Coach realizes that the client <b>ALWAYS</b> has control over his/her results.
♦Sessions are conducted face-to-face in a 50-minute hour.	◆Sessions are conducted face-to-face or via phone in 30 or 60 minute blocks.	▶Sessions are conducted face-to-face or via phone in 30 or 60 minute blocks.

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