

COACHING VERSUS TRAINING/MENTORING/COUNSELLING/ CONSULTANCY

Coaching

- Is about how to use the individual's existing knowledge more effectively.
- Coaching can improve on the performance of training "... following training, employee productivity increased by just over 22%, whereas training combined with coaching produces an increase in performance by 88%. Coaching in the workplace positively impacts the bottom line."
(International Personnel Management Association)

Training

- The main focus is placed on imparting new knowledge and building expertise.
- Similarly to the consultant, the trainer must be an expert in the field.

Coaching

- Helps the individual to develop their own solutions and thought processes, which they then can apply independently in the future.
- The coach is not generally required to be an expert within the client's field of operation.

Mentoring

- Usually involves guidance from a more experienced or senior individual.
- Entails establishing a longer-term relationship between the mentee and mentor.
- The mentor will be expected to know the answers to the task/s at hand.

Coaching

- Is future orientated, i.e. concerned with how the individual can advance from the current situation to the desired outcome.
- Assumes that a person does not

Counselling/Therapy

- Seeks to help the individual understand and deal with events in the past (e.g. deep rooted psychological issues) that are impacting upon their present performance.



Coaching

require psycho-social intervention and does not seek to resolve any underlying psychological problems.

- Client is responsible for the agenda
- Coaching does not begin until a goal has been identified.

Training

- Content and sequence of therapy are mainly determined by the psychologist/ counselor.
- Often a goal will emerge during therapy or counselling.

Coaching

- The client and coach work together, i.e. the coach will support the clients in discovering the answers themselves. The coach trusts the client to have all the resources within himself to move forward. The focus is on people/personality and attitudes/results.

Consultancy

- Experts within the particular area, who will investigate/give advice to a company. The focus is on tasks/jobs and telling the person (e.g. CEO) what to do. Consultants gather facts. Implementation of their proposals is often lead by them.

