



## WHAT IS A COACH?

### Roles and Distinctions

	<b>Coach</b>	<b>Counselor</b>	<b>Consultant</b>	<b>Mentor</b>
<b>Client Motivation</b>	...feeling stuck, unclear, and block in their fulfillment and/or flourishing	...wanting healing, often feeling broken and in a place of dysfunction	...wanting trustworthy advice to improve operations and impact	...wants guidance from someone who has been there
<b>Focus</b>	insight and new habit creation	diagnosis and healing	effective and efficient problem-solving	directed growth in a specific role or phase of life
<b>Qualifications</b>	Certification	Licensure	Professional Expertise	Personal Experience
<b>Time Orientation</b>	Present to Future	Past to Present	Past to Future	Past to Future
<b>Whose Expertise?</b>	Client	Counselor	Consultant	Mentor