

	Life Coaching	Counseling/Therapy	Consulting/Advisor	Spiritual Direction, Pastoral Counseling	Mentoring/Discipleship
Who is this for?	Looking for a transformative approach to life and career through deep mindset shifts and decision making	Feeling stuck, displaying maladaptive emotional and behavioral symptoms, self sabotaging, or not functioning optimally in their lives	Have a goal but needing the strategy and structure to achieve it	Looking to grow deeper in knowledge of God. Looking for biblical direction and practical life application on specific circumstances.	Looking for someone who has been there- done that and who is open to sharing advice
Title	Coach	Counselor, Therapist, Psychologist	Consultant, Executive coach, speaker/trainer	Pastor, Minister, ("director")	Mentor, church leader, sponsor, friend
Definition	Partnering with the client in thought provoking and creative process that inspires them to maximize their personal and professional potential	Focused on understanding the impact of mental health on the individual's life and helping them to heal	Consultant is a subject matter expert through experience or training and provides advice, answers and resources.	a process through which one person helps another person understand what God is doing and saying.	Typically a free service or partnership that can help you avoid mistakes and pitfalls the mentor experienced in their life or career journey
Format	One-on-one or in a small group.	One-on-one or in a small group.	One-on-one, organization as a whole, a specific department within a company, a board group, or training seminars	One-on-one or small group	One-on-one or in a small group
Approach/topic/Lens	Approach is a mix of personal and professional, but always through the professional lens	Can be any context but through a personal lens.	Exclusively professional context	A professional, ministry, or personal context	Business, ministry, or personal context
Focus	Future growth & Vision	Past & Present Mental Health, Healing	Project, problem, performance	God's presence and activity in one's life	Teaching by example
Desired Outcome	Action toward and achievement of meaningful personal goals related to specific performance, results, and outcomes	Healing and restoration of personal and relational issues	Expert opinion, guidance, and execution	Noticing and responding to God's direction	Personal or spiritual growth and maturity, accountability, business connections
Training	Professional training and certifications available and commonly expected. Coaches are not experts in a specific industry	Professional training and licensing required, regulated on the state level	Training or experience specific to an area of expertise is expected	Training and certification available and commonly expected	No training needed
Frequency of visits	2-3 times/month for 30-45 minutes	Once a week or every other week for 50-60 minutes	Schedule based on project needs or contract	once per month typical	schedule is informal in structure-set as needed
Role/Scope	A Coach is a collaborator who asks the right questions, provides structure and a process to create a future experience in the client's career, business, or any area of life	Counselors provide clinical knowledge and expertise to facilitate a healing process	Consultant is an expert who analyzes, identifies problems, provides reports, recommendations, and teaching to an organization or business professional	Spiritual director is a companion who notices God's presence, prays, listens, and occasionally gives biblical guidance	Mentor or discipler is a companion who has gone before and can lead by example