

## Definition of Coaching

Coaching is partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. A coaching partnership supports the achievement of extraordinary results, based on goals set by the individual or team. Through the process of coaching, individuals focus on the skills and actions needed to successfully produce their personally relevant results (as defined by the International Coach Federation, [www.coachfederation.org](http://www.coachfederation.org)).

## Coaching vs. Therapy

Coaching	Therapy
Evolves and manifests potential; Healing is a side effect.	Primary focus is on healing.
Emphasis on present and future.	Emphasis on the present and past.
Action and being oriented.	Insight oriented.