

The Difference in Coaching and Psychotherapy and What You Need To Know

March 17th, 2011

Denver Coach Federation

<http://www.denvercoach.com/>



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Infinite Potential, Infinite Possibilities

Based on the book: **Choosing Coaching as a Career**

<http://alturl.com/sthod>

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Today...

- Present didactic information about the coaching profession and coaching process to understand differences. Highly Interactive.
- Practicing coaching and “trying on” the coaching paradigm.
- Coaching Research
- Legislative and Regulatory Implications

What IS the coaching profession?

- **A multi-disciplinary profession drawing from the social sciences, philosophy and business.**
- **Attracting people from many walks of life.**
- **Developing as a self regulating profession.**

Coaching Demographics

World wide:

- about 43,000-44,000 business coaches minimum operating in the world.
- Coaching is definitely a global phenomenon; the top 10 countries with the highest numbers of coaches include Japan, South Africa, and Brazil.
- Ref: <http://www.frank-bresser-consulting.com/globalcoachingsurvey.html>

ICF (International Coach Federation)

- **Founded in 1995, credentialing for ten years.**
- **More than 16,000 professional personal and business coach members representing over 90 countries. With 6,600 credentialed coaches and counting *(11/8/2010)*.**
- **International Coach Federation Core Purpose: “To advance the art, science and practice of professional coaching.”**
- **<http://www.coachfederation.org/>**



Definition of Coaching

- The coach's experience is confined to the coaching process. The coach's job is to help clients articulate their dreams, desires and aspirations, help them clarify their mission, purpose and goals, and help them achieve that outcome (p. 5) in any area of life.

- Whitworth, et al. (1998)

Definition of Coaching (cont)

- “Coaches facilitate a process of change that builds on strengths and optimizes the potential of individuals and organizations.”

Institute of Coaching

McLean/Harvard Medical School

<http://instituteofcoaching.org/>

This leads to a greater capacity to work for oneself and with others.

Paradigm Assumptions Covered

- About coaching clients.
- About the coaching profession.
- About the coaching process.
- About the coach.
- Overlap between disciplines.

Psychotherapy Culture

- **Psychoanalysis: Developmental model based on the abnormal.**
- **Archeological work is central.**
- **Far reaching influence on culture.**
- **Is sublimation is the highest level of functioning?**

Psychotherapy Culture

- **Deficit Model: People are fundamentally broken.**
 - **Remediation of the past is first.**
 - **People need to be fixed (remediated).**
 - **Therapy (10%) brings you to the present, coaching takes you to the future (90%).**
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Assumptions About Coaching Clients (Strength Model)

Buckingham, M. & Clifton, D. (2001):

- Clients are “creative, resourceful and whole”. (competent, capable, willing to take appropriate risk and they want to change.) Strengths based.
- Clients are independent and equal human beings (autonomy and agency).
- Self understanding leads to good decisions about one's life.

Assumptions About the Coaching Profession:

The Coaching profession is non-directive and exists to:

- **Assist clients to produce extraordinary results in their lives, careers, businesses and organizations**
 - **Assist clients to deepen their learning, improve their performance and enhance their quality of life (developmental not psychotherapeutic)**
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Assumptions About the Coaching Process:

- Coaching is a learning and developmental model that informs the process
- Is future oriented
- Each meeting is based on the client's agenda
- Accelerates client progress
- Results are produced by the client's choices and actions (and they get “ownership”).

Pause...

- Questions?
- Confidentiality established.

Coaching Practice (in pairs)

- Limit Yourself to Three Questions:

1. “Please answer the question,
What I want to make happen is

_____.”

2. “Two or three things I will do to make that happen
are _____.”

3. “What is important about making this happen?
(Listen, then ask this question again two times.)
Yes, you ask, “What is this important about
question #1”, a total of **THREE** times.

Coaching: Conversational Model

Beginning	Middle (Exploration)		End
<ul style="list-style-type: none"> • Rapport • Coachable? • Present? • Wins to Celebrate? 	<ul style="list-style-type: none"> • Listen/Receive Client • Question/Take Risks • Intuit • Reflect Back 	<ul style="list-style-type: none"> • Find New Awareness • Identify Actions • Check Obstacles • Check Commitment 	<ul style="list-style-type: none"> • Recap Commitments • Invite Nugget or New Learning • Set Context/Stage for What's next • Motivate • Confirm Next Session

Agenda

Agenda

MEG &PS ET&I	ECA	AL PQ DC CA	DA P&GS	ECA	P&GS MP&A <i>(Core Competencies slide 33)</i>
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About the Coach:

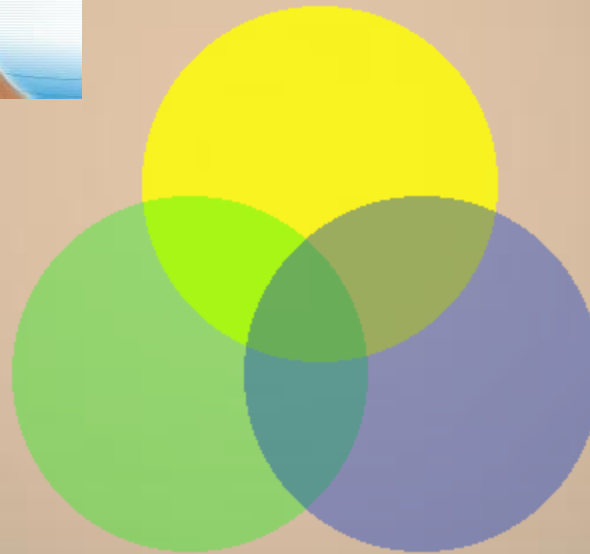
The coach's responsibility is to:

- **Understand and follow the coaching process (e.g.: as defined by ICF)**
- **Discover, clarify and align with what the client wants to achieve**
- **Encourage client self-discovery**
- **Elicit client-generated ideas and strategies**
- **Hold the client accountable and responsible**

The Coaching Interface



Coaching



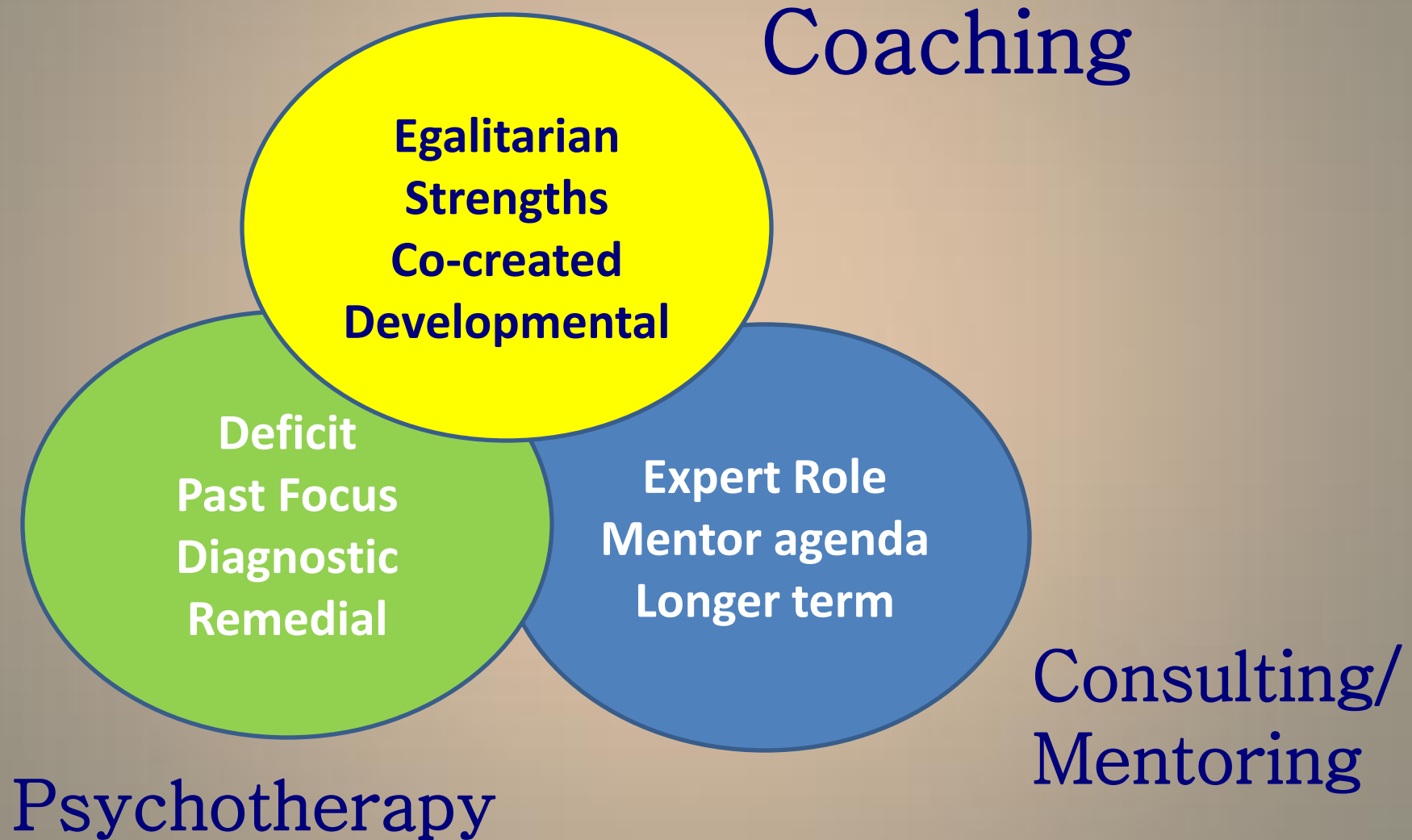
Psychotherapy



Consulting/
Mentoring



Differences



Distinction between Coaching and Psychotherapy

ICF Coaching and Psychotherapy Special Interest Group (SIG)

Past ICF SIG Group, met for several years.
Founded and lead by Tom Krapu.

Past audio calls on the distinction:

<http://www.krapu4.com/coach/SIGInfo.htm#pc>

Eleven Core Competencies

The Paradigm creates a relationship of equality: it is “Co-creative”

Not Diagnostic

- **Powerful Questioning**
- **Direct Communication**
- **Creating awareness**
- **Designing Actions**

ICF Core Coaching Competencies

Setting the Foundation	Co-Creating the Relationship	Communicating Effectively	Facilitating Learning and Results
1. Meeting Ethical Guidelines and Professional Standards (MEG&PS)	3. Establishing Trust and Intimacy with the Client (ET&I)	5. Active Listening (AL)	8. Creating Awareness (CA)
		6. Powerful Questions (PQ)	9. Designing Actions (DA)
2. Establishing the Coaching Agreement (ECA)	4 Coaching Presence (CP)		10. Planning and Goal Setting (P&GS)
Source: ICF <u>Core Competencies</u> http://alturl.com/q726	(Tied to Slide 25)	7. Direct Communication (DC)	11. Managing Progress and Accountability (MP&A)

Resources

- **Choosing Coaching as a Career (Krapu & Meinke)**
<http://alturl.com/sthod>
- [International Coach Federation](#)
- [Institute Of Coaching](#)
- [Center For Coaching In Healthcare](#)
- [Institute for Life Coach Training](#)

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Infinite Potential

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Coaching Research

<http://www.coachfederation.org/research-education/icf-research-portal/>

- Industry Articles
- Research Articles
- Reports
- Case Studies
- Industry Links
- Dissertation/Theses

Legislative and Regulatory Implications

- Coaches do not work with a vulnerable population. Barbers and beauticians come into contacts with the mental health population more than coaches do.
- Power differential is minimized if not eliminated.
- Coaches practice within their competency, refer immediately.

Legislative and Regulatory Implications

- Practicing within ones competency is required by the ethics code.
- Making referrals is a routine and best practice for coaches and required by the ethical code.
- Coaches don't need to be regulated as unlicensed therapists any more than barbers or beauticians do.
- In fact, coaching clients self select.

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ICF Global Coaching Study:

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