

COACHING

CONSULTING

Paid to come up with answers

Focuses on organisational performance

Strives for objectivity

Provides quantitative analysis of problems

Advises individual leaders on business matters

Involves management in goal setting

Based on organisational ethics

Paid for by the company

Focuses on the future

Fosters individual performance in a business context

Helps executives discover their own path

Paid to ask the right questions

Tackles difficult issues at work and home

Focuses on individual behavioural change

Explores subjective experience

THERAPY

Focuses on the past

Diagnoses and treats dysfunctionality

Based on medical ethics

Paid for by the individual