

# Coaching vs. Therapy Guide

Here's a quick guide to help you understand the differences between coaching and therapy. Many people benefit from a combination of therapy and coaching, as they can address different aspects of person growth and well-being.

## Coaching

Coaching is the process through which a **certified coach uses evidence-based approaches** to help you gain a deeper awareness of a challenge you may be facing, identify growth opportunities, and create action plans to move towards your goals. A coach provides accountability and helps you discover a new perspective.

**Address everyday challenges**  
such as burnout and stress



- **Build** a roadmap to make progress from the present
- The **"How"** in achieving goals



- Optimize skills
- Foster reflection and growth
- Increase productivity
- Focus on achieving goals



- Building healthy habits
- Reducing stress
- Mindfulness
- Relationships
- Productivity
- Burnout
- Communication skills
- Financial well-being
- Professional development

**30-minutes**



Providers are **ICF-Certified**  
(Gold standard of coaching)



**Clinical Symptoms**

**Focus Areas**

**Outcomes**

**Common  
Discussion Topics**

**Session Length**

**Provider  
Credentials**

## Therapy

Therapy is a treatment in which you and a **licensed therapist work together** to understand mental health concerns and develop a plan for addressing them. Therapy is appropriate if you are experiencing things like sadness, anxiety, or mood swings that last for extended periods of time (for example, weeks versus hours) or that make it difficult to function in your day-to-day life.

**Address clinical concerns**  
such as ADHD and depression



- **Feelings and beliefs**
- The **"Why"** in behavioral patterns



- Address specific concerns related to mental health
- Reduce emotional distress and improve well-being
- Increase ability to manage and cope with difficult symptoms



- ADHD
- Anxiety
- Depression
- Eating disorders
- Grief
- OCD
- Trauma
- Intimate partner violence

**45-60 minutes**



Providers are **licensed or registered**. (In the US, providers have a minimum of Master's Degree.)

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