

# Coaching vs. Therapy Guide

Here's a quick guide to help you understand the differences between coaching and therapy:

## 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.

**Address non-clinical symptoms**  
such as burnout and stress



- **Actions** to make progress from the present
- The **"How"** in achieving goals



- Maximize potential
- Optimize skills
- Increase productivity
- Goals oriented



- Building healthy habits
- Reducing stress
- Mindfulness
- Anxiety around 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 Guide

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 there's a clinical concern, as defined by the duration of symptoms, severity, and clinically significant interference with social, emotional, and/or occupational functioning.

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



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



- Address clinical symptoms
- Reduce clinical distress and functional impairment
- Increase ability to manage clinical symptoms



- ADHD
- Anxiety
- Depression
- Eating disorder
- Grief
- OCD
- Trauma

**45-60 minutes**



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



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