**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)

### 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

- **45-60 minutes**

- **Common Discussion Topics**
  - ADHD
  - Anxiety
  - Depression
  - Eating disorder
  - Grief
  - OCD
  - Trauma

### Focus Areas

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

### Session Length

- **30-minutes**
- **45-60 minutes**

### Provider Credentials

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

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