

Summary of Key Differences Between Therapeutic and Executive Coaching

Aspect	Therapeutic Coaching	Executive Coaching
Focus	Emotional healing + personal growth Therapeutic Coaching: Focuses on both emotional healing and personal growth. It often addresses deeper emotional or psychological barriers that are holding a person back, such as anxiety, low self-esteem, or past trauma. It's a blend of therapy and coaching, helping clients overcome personal obstacles and improve well-being while also guiding them toward achieving specific life goals. Typically used for individuals looking for holistic development that includes both emotional health and goal achievement	Professional development + leadership growth Executive Coaching: Focuses primarily on professional development, leadership skills and career advancement. It's geared toward helping executives, managers or professionals maximise their performance and leadership effectiveness. The goal is to help the client enhance their decision-making, team management, communication skills and overall business impact. It is usually used in a business or corporate context, aimed at improving workplace success and career trajectory.
Types of Issues	Emotional blocks, self-esteem, personal well-being Therapeutic Coaching: Works on both emotional and practical issues, addressing things like self-doubt, relationship challenges, work-life balance, or emotional resilience. Clients may have psychological barriers like fear of failure, perfectionism, or anxiety that are affecting their personal and professional lives. These are explored in depth. Addresses personal well-being in addition to goal setting.	Leadership skills, team dynamics, career goals Executive Coaching: Focuses on specific professional skills and challenges, such as improving leadership, enhancing team dynamics, managing conflict, or achieving business targets. Clients may struggle with leadership presence, strategic thinking, or work-related stress, but emotional issues are not typically addressed at a deep level. The emphasis is on performance, productivity and advancing the client's career in a corporate setting
Methods	Combines therapy techniques + coaching strategies Therapeutic Coaching: Integrates therapeutic techniques, such as cognitive-behavioural therapy (CBT), mindfulness, or emotional intelligence work, alongside coaching strategies. The coach helps clients explore their emotions and thought patterns, facilitating both emotional healing and personal development. It often requires a coach who has training in therapeutic methods, not just coaching.	Uses business tools like 360° feedback, assessments Executive Coaching: Uses methods such as 360-degree feedback, leadership assessments, communication and interpersonal strategies, and performance optimisation tools. The approach is generally more structured and results-driven, focusing on developing specific professional competencies. The coach may act as a sounding board or advisor, helping clients navigate complex business situations.
Client Base	Individuals seeking personal transformation Therapeutic Coaching: Often works with individuals seeking personal transformation or balance between emotional well-being and life goals. Clients may not always be executives; they could be from any background or profession looking for holistic support. The clients may be dealing with personal challenges that are impacting their career, relationships, or quality of life.	Executives, managers, leaders in organisations Executive Coaching: Works with high-level professionals, such as senior managers, executives, or emerging leaders, who want to improve their performance at work. The clients are often in leadership positions within organizations and are looking for ways to enhance their business impact and career success
Time Orientation	Past healing + future goals Therapeutic Coaching: Often works with both past experiences (to heal emotional wounds) and future goals. It combines reflective work with actionable steps, making it more holistic. The timeline for progress can vary, as it depends on emotional healing and personal growth.	Future-oriented, career-focused Executive Coaching: Primarily future-oriented, focusing on specific career goals or business objectives. The timeline is often faster and more structured, with measurable outcomes in performance or leadership. It usually emphasizes quicker results and focuses on the next steps in professional development.

