



The Difference Between Behavioral Coaching and Behavioral Therapy

Behavioral coaching and behavioral therapy are both valuable tools for improving mental and emotional well-being, but they serve different purposes. Coaching is ideal for individuals who are functioning well and want to make positive changes in their behavior or lifestyle. Therapy is more appropriate for those experiencing emotional distress, mental health conditions, or unresolved issues that interfere with daily life. Understanding the distinction helps ensure that individuals receive the right level of support at the right time.

Coaching is for those who are functioning healthily and are typically self-motivated.

Treatment is indicated for those with serious presenting problems and/or acute symptoms.

Behavioral Coaching vs. Behavioral Therapy

Behavioral Coaching	Behavioral Therapy
Focuses on present and future goals	Explores past experiences and emotional challenges
For individuals who are motivated and functioning well	For individuals experiencing emotional distress or mental health conditions
Helps build on strengths and create action plans	Helps address deeper emotional or psychological issues
Goal-oriented and time-limited (typically 6–8 sessions)	May be ongoing and open-ended
Coaches do not diagnose or treat mental health conditions	Licensed therapists diagnose and treat mental health conditions
Progress is measurable and based on behavior change	Progress may be more subjective and based on emotional insight



Frequently Asked Questions (FAQ)

- Q: I'm a licensed clinician. Why can't I provide therapy during coaching?
A: While our coaches are licensed professionals, coaching and therapy are different services. Coaching focuses on behavior change, not clinical treatment.
- Q: What if I don't want to talk to a therapist?
A: We understand it can be hard to open up. But therapy can help address deeper concerns so you can get the most out of coaching.
- Q: Can I do both coaching and therapy?
A: Absolutely. Many people benefit from both. Therapy can support emotional healing, while coaching helps you take action toward your goals.
- Q: How do I explain the difference to someone new to coaching?
A: Coaching is about planning and taking action between sessions. Therapy is about exploring emotions and healing. Your coach will help guide you to the right support.