

**LIFE COACHING- WHAT IT IS; WHAT IT'S NOT
DIFFERENCE BETWEEN CONVENTIONAL THERAPIES AND LIFE COACHING**

[Sessions available via email, phone or on-site at \\$30 a session/hour.](#)

CONVENTIONAL THERAPY	PERSONAL AND BUSINESS LIFE COACHING
Issue resolution	Problem solving- Life designing
Why me?	What's next
Why this:	What now?
Overcoming obstacles	Sustainable process flow
Moves away from	Moves towards
In the past	In the 'now'- focusing forward
Needs help	Desires partnerships
Supportive	Challenging
Asks 'why?'	Asks 'what?:'
Self-understanding	Self-potential
Measured, slow rate of change	Rapid change/movement forward
Medical model	Performance model
Treatment	Co-creation
Healing	Achievement