

Coaching

Therapy

Training & Credentials	Self-regulated. Can be certified in different coaching modalities. ICF has a code of ethics.	Government-regulated. At least graduate and 2-year graduate school, 2+ years training, sitting for exams, and maintenance of license. Each profession (psychology, counseling, social work, psychiatry) has a governing board and code of ethics.
Topics	Broad array: many specialties exist including parenting, sex, trauma, abuse, neglect, LGBTQIA concerns, body image, oppression/liberation, career/life, and finance.	Broad array: many specialties exist including mental health treatment, parenting, sex, trauma, abuse, LGBTQIA concerns, body image, oppression/liberation, neglect, career/life, and finance.
Confidentiality	Not required, but is commonly practiced.	Legal and ethical concept mandated by practicing therapists.
Fees & Payment	Not covered by insurance; can be per session or in a pre-determined package	May be covered by insurance; pay per session
Fit	Unknown – has been recommended to work with a coach that works/sells on solving the presenting problem	Research shows the best “outcome” in therapy is whether or not the client and therapist mesh
Duration	Varies wildly	Varies wildly

Sources: CAMFT & Social Work Today & ICF
<https://www.camft.org/Resources/Legal-Articles/Chronological-Article-List/coaching-vs-therapy>
<https://www.socialworktoday.com/archive/Winter21p22.shtml#:~:text=Social%20workers%20often%20conceptualize%20clients,a%20similar%20view%20of%20clients>
<https://coachingfederation.org/ethics/code-of-ethics>