

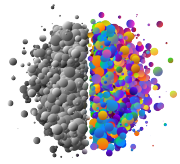
**Coaching:** Like other coaches, an ADHD life coach addresses the individual's specific needs and goals being coached. Coaches help people move forward and reach the goals they have for themselves and develop a deeper awareness of themselves. Unlike other life coaching types, ADHD life coaches address the specific needs and barriers of clients who have ADHD or ADHD-like symptoms. ADHD life coaches focus on working with clients living with ADHD. Contrary to what most people think, coaches don't give advice or tell clients what to do. Instead, they support their clients to find what feels right for each of them by helping them explore and discover the answers themselves through coaching questioning, exploration, brainstorming, and reflection.

But what is the difference between coaching and other forms of support? Below may offer some clarification.

**Therapy:** Therapy deals with healing pain, dysfunction and conflict within an individual or in relationships. The focus is often on resolving difficulties arising from the past that hamper an individual's emotional functioning in the present, improving overall psychological functioning, and dealing with the present in more emotionally healthy ways. Coaching, on the other hand, supports personal and professional growth based on self-initiated change in pursuit of specific actionable outcomes. These outcomes are linked to personal or professional success. Coaching is present and future focused. The topics and direction of the coaching are client determined. Coaches aim to evoke increased personal awareness, learning and growth in the client as they move towards their self-identified goals. Coaches work with strong emotions as part of the normal coaching process. Coaches partner with their clients to transform their learning and insight into action while supporting the client's autonomy, emphasizing the client's expertise in their own life.

**Consulting:** Individuals or organizations retain consultants for their expertise. While consulting approaches vary widely, the assumption is the consultant will diagnose problems and prescribe and, sometimes, implement solutions. With coaching, the assumption is that individuals or teams are capable of generating their own solutions, with the coach supplying supportive, discovery-based approaches and frameworks.

**Mentoring:** A mentor is an expert who provides wisdom and guidance based on his or her own experience. Mentoring may include advising, counseling and coaching. The coaching process does not include advising or counseling, and focuses instead on individuals or groups setting and reaching their own objectives.



**Friend:** Life coaches may seem like a friend at times because they are encouraging, supportive, and fully invested in helping clients reach their goals. However, this does not make them a friend, nor does it replace the importance of having friends. Friendships are valuable relationships that provide each person the opportunity to receive and give support in a 50/50 fashion and not necessarily about ADHD. Instead, ADHD life coaches have an advanced understanding of ADHD and help their clients uncover solutions that work for them around their ADHD symptoms, focusing entirely on the client.

**Athletic Coach:** Although sports metaphors are often used to describe professional coaching, they are very different. The athletic coach is often seen as an expert who guides and directs individuals or teams' behavior to improve or win based on their experience and knowledge. Unlike athletic development, professional coaching does not focus on behaviors that are being executed poorly or incorrectly. Instead, the focus is on identifying opportunities for developing an individual's strengths and capabilities.

An ADHD life coach helps clients with ADHD identify and stay focused on their goals, navigate barriers, and addresses key ADHD related challenges. These can include but are not limited to time awareness, organization, distractibility, self-esteem, planning, etc. Commonly ADHD Life Coaches support a client's growth by addressing old thinking patterns and beliefs. ADHD Life coaches work with their clients to create strategies and systems to move them closer to their goals, deepen their self-awareness, and enjoy a more satisfying life. The ADHD Life Coach holds the client as creative, resourceful, and fully whole and, therefore, completely capable of discovering their own solutions.

