

WHAT'S THE DIFFERENCE BETWEEN A BUSINESS COACH AND A BUSINESS MENTOR?

	Business Mentor	Business Coach
Give me a simple comparison	Mentoring is education through sharing past business experience.	Coaching is education through guidance, direction and knowledge.
Where are they coming from ?	Someone who shares their business experiences, earned knowledge and learnings with a mentee. By dipping into their skills and experiences, a Business Mentor guides their mentees in the right direction. Having faced the same challenges as their mentee, a Mentor can help avoid mistakes or find opportunities.	Somebody who is skilled in coaching, and with specific knowledge in the area the client aims to improve. A Business Coach focuses on specific development goals, often in structured learning. A good Business Coach will ask pointed and probing questions that allow the client to work out the answers. Rather than expressing their own ideas or viewpoints, they guide, challenge and chivy the client to come up with the next steps or best way forward.
The travel analogy	Offers solutions and shows the recommended, previously trodden paths. They hold the map and show you how to get to the desired destination. They advise on which turnings and forks in the path to take. The Mentor may have already travelled that journey alone previously.	Does not give solutions but shows the range of possible paths and routes, without specifying one. They show the client the map and point them in the right direction. They don't drive you there, but they accompany you on the journey. The Coach will have accompanied many others previously on the same journey, but may not have travelled it alone.
What is the expertise offered?	Broad-based, general business experience 'Been there done that' Industry or sector specific	Skill/area specific expertise 'Trained to coach' Industry/sector agnostic
What are the expected outcomes and aims?	Inspiration, personal development, clarity of thought	Inspiration, motivation, goal attainment, business skills development
Where is the focus?	Can be fluid, broad, changing and holistic	Specific, task-based and measurable

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What are the areas of development?	Strategic thinking General business ownership Working on the business	Specific skillsets Tactical actions Working in the business
What is the learning style?	Mentee asks a Mentor. Mentee sets the agenda. Question-led working from Menterr Mentor shows mentee the answer from experience	Coach teaches the client. Agenda is pre-set. Coach asks questions. Client works out the solution Practise to hone skills Client is ultimately responsible for their own development
What is the relationship approach?	Fluid, informal, semi-scheduled	Structured, but can be fluid, more formal, scheduled
What is the Length of time?	Open-ended, could be longer term	Shorter term, could be fixed period
How is it structured?	Develops as needs change as you and your business evolve	Ends once skillset/goal has been achieved
How will success be measured?	Development, inspiration, less tangible	Performance, goal attainmentment
Any additional Add ons?	New ideas, strategies and solutions Trusted Sounding Board You dont know what you don't know Unsolicited advice and/or guidance	Ability to waterfall your learnings to your team Direct benefits of the area of improvement

This comparison was produced by Phil Fraser, Business Sounding Board. I hope you find it useful. The above comparison is my opinion only.

Many people have many different views when comparing a Business Mentor and Business Coach. Indeed they may well disagree and have their own definitions. And you may also have your own opinion too, or even interchange how you use the two phrases! Feel free to contact me to discuss this.

However, when it comes down to it, whatever the job title the aim is to assist a someone running their business achieve what they're trying to achieve next, through inspiration, motivation, development and improvement.

I'm a mix of Business Coach and Business Mentor, hence the title 'Business Sounding Board'. I'm someone who has *'been there, done that'* . I help ambitious owners of growing businesses to get to the next level. How do I do that? I give you the Business Owner the freedom, time and space to regularly talk openly about your opportunities and challenges. This opens up the discussion and exploration of all your potential options in full, in total confidentiality.