



Why Consulting and Coaching Fit Together

What do consultants do?

Consultants leverage their expertise to analyze, evaluate, problem solve, strategize, and create action plans that focus on creating change at the team and organizational level.

What do coaches do?

Coaches use an inquisitive process to elicit client-generated solutions and strategies that maximize the client's accountability for achieving those outcomes on the individual level. Coaches also help facilitate decision making and challenge individuals and organizations to perform at a higher level.

What's the connection?

Consultants' plans involve large-scale change and most people don't like change. Neuroscience, the study of the anatomy and physiology of the brain, shows that our brains prefer to stick to well-worn paths (habits). Creating change (new habits) requires expending high levels of energy to create new neural connections.

Given that it's not natural for our brain to expend this energy, we need a way to build new connections.

Coaching provides the inquisitive process that spurs people to think about how change looks, acts, feels, and creates impact. Neuroscience indicates that when people design solutions, their brains undergo high levels of activity that build new connections, making change possible.

What's the value of a combined approach?

Consultants bring technical expertise and solutions. Coaches increase commitment to implement solutions and provide accountability to take action. When combined, consulting and coaching powerfully enable change at the macro and micro levels, resulting in effective and efficient organizational success.