

TRANSACTIONAL VS TRANSFORMATIONAL COACHING

Coaching delivers up to **7x** on initial investment

through increases in

tlg



individual



team



organizational

So what separates a transactional coaching experience from a transformational one, *and why does it matter?*

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TRANSACTIONAL COACHING IS:



Short Term
1-3 months



Goal Specific
ex. increase sales



Directive
asks 'what'



Need Specific
ex. time management



Narrow
applied to a problem



Long Term
6-12 months



Expansive
expose root causes



Facilitative
asks 'how'



Growth Oriented
real behavior shifts



Wide
applied across life & work

Transformational coaching transcends, *yet includes*, transactional coaching.

It challenges one to reflect on their experiences and behavior. Skilled coaches often *blend elements of both*, adapting their approach to the needs of the individual or situation.



Transformational coaching can be more resource-intensive and involved, but ultimately creates *lasting and impactful change*.