



# COACHING VS. MENTORING

## WHY COACH?

### COACH

to improve performance.

- Develop new skills or enhance/refresh an existing skill.
- Help those who are not meeting expectations or goals.
- Assist leaders in coping with change (e.g. managing blended work teams).
- Help accidental leaders learn to lead their team.
- Improve a specific behavior in a condensed period of time.

## WHY MENTOR?

**MENTOR** for the company's financial sustainability.

- Motivate talent to develop their life and career.
- Inspire individuals to see future possibilities in their life and career.
- Leadership development.
- Knowledge transfer from experienced professionals.
- Broaden company culture and ties within the organization.
- Succession planning.