

Re: HB 2493

I OPPOSE this bill. As a professional master level business coach for over 20 years, working with thousands of successful realtors, professionals and local entrepreneurs I can assure you that coaching absolutely is NOT therapy and clients understand the difference between "therapy" and "coaching". In fact, many clients have both, a therapist and a coach.

Coaches who do work in the realm of health and well-being do not work in the realm of the medical profession, which licensed therapists do.

Coaching schools include internal testing, assessments, and benchmarks met before certifying new coaches. They also offer continuing education so that coaches continue with their own skill-building and support. The skillset and benchmarks for coaches is NOT the same as those for therapist.

No other US state regulates coaching or defines it as "therapy" (which is clearly is not). You aren't planning on imposing these proposed requirements on all sports coaches, are you? Tutors and learning coaches? Do you consider these coaches "therapists" as well? They do provide coaching that affects their clients well-being.

Coaching has become a worldwide recognized field for over 30 years and is taught separately from therapy/psychology/medicine across the country and overseas.

As both a certified master level coach and certified coach instructor I can attest to time always being spent to insure students and professional coaches understand the scope of coaching and difference between the coaching process and the realm of the licensed -therapist. Therapists can be coaches, but coaches can never claim to be therapist!

Coaching looks forward to what "can be" with a client, and how the client can get there. Therapy goes back into the past to understand "why" a client is experiencing what they are experiencing. The goals of coaching and therapy are not the same.

I myself, while a profession master level coach, have obtained both therapy and a variety of coaching services to support myself. They are not the same. In fact, a percentage of my clients come from therapist who work with clients that have an additional need they can not provide so they refer to me. And vice versa. When it is clear to me a client could benefit from therapy, I too, refer.

I urge you to vote "no" on this clumsy bill created by those who do not understand the field or the profession.

A good organization to contact to understand this issue better would be the International Coaching Federation who has their program outlines and benchmarks clearly delineated on their website, as do any of the major universities, I would imagine who teach therapists. You'll see that the benchmarks that overlap are those the coach or therapist may benefit from personally. But professionally, working with clients, the benchmarks differ vastly.

I'm happy to speak to you personally, as well.

Thank you,

Deborah Ivanoff
The BEING Coach