

Training Is Not Coaching!

A Trainer Lights A Fire Under Someone.

A Coach Lights A Fire Inside Of Someone.

A Trainer Affects The Hour They Are With Someone.

A Coach Affects The Hours They Are Not With Someone.

A Trainer Forgets The Job Is Not To Remind People About Problems.

A Coach Remembers The Job Is To Solve Them.

A Trainer Hopes To Get Through The Session.

A Coach Hopes To Get Through To Someone.

A Trainers Is Concerned With How Much Time You Put In.

A Coach Is Concerned With How Much You Put Into The Time.

A Trainer Is Concerned More With How, Where And When.

A Coach Is Concerned More With Who, What And Why.

A Trainer Stretches Your Legs.

A Coach Stretches Your Limits.

A Trainer Wants You To Do Your Best.

A Coach Wants You To Do Better Than Your Best.

A Trainer Works For A Paycheck.

A Coach Works For A Passion.

A Trainer Develops And Delivers Your Workout.

A Coach Creates And Cultivates Your Purpose.

Training Is Something You Do To Someone.

Coaching Is Something You Do With Someone.



When I ask people what the term “coach” means to them, I often receive negative interpretations. In sport, “coach” can conjure up an aggressive Little League dad yelling at an umpire while only concerning himself about his own kid or getting a win. When applied to business or life, the word “coach” can represent a person that attended a weekend course in order to get paid to help others, but can’t seem to help themselves. And in the gym, some people imagine the drill sergeant using push-ups to punish a client for a poor performance. These viewpoints troubled me enough to make it my mission to create a world of better coaches. Coach to Coach was designed for this mission.

Since negative connotations abound and coaching is a difficult concept to define in a sentence or two, here are my comparisons between the word “trainer” and “coach.” Training and coaching are related, but they are not the same thing. Here are 12 comparisons to help illustrate the potential difference between a trainer and a coach:

— Martin Rooney, author *Coach to Coach*

