

Change and Development Method Matrix

	Corporate Training	Education	Coaching	Counseling
Who the client is:	<ul style="list-style-type: none"> • Staff of companies • Company teams • Group of business owners 	<ul style="list-style-type: none"> • Student(s) • Student teams or organizations 	<ul style="list-style-type: none"> • Individuals • Groups of individuals who may know each other or may not 	<ul style="list-style-type: none"> • Someone in pain • Someone with a problem • Someone with a psychiatric diagnosis
Focus of Services	<ul style="list-style-type: none"> • Delivery of specific skills or knowledge for use in a business setting • Issues addressed relate only to business and business setting 	<ul style="list-style-type: none"> • Delivery of specific skills or knowledge for skill development • Issues addressed relate only to learning and educational setting 	<ul style="list-style-type: none"> • Moving forward to accomplish goals • There is no assumption that there is a problem to be fixed • Issues addressed are related to either personal or business 	<ul style="list-style-type: none"> • Relief of psychological pain • Improving ability to cope with problems
Objective	<ul style="list-style-type: none"> • Staff learning of specific skills useful to the business through instruction, discussion and experiential learning 	<ul style="list-style-type: none"> • Student learning of specific skills through instruction, discussion, and experiential learning 	<ul style="list-style-type: none"> • Individual or groups uncover learning from within through experiential learning activities and Socratic questioning 	<ul style="list-style-type: none"> • Relief of psychological pain • Treatment of emotional disorder • Client learns to cope with their problem better

Please note: E3A does not train for a counseling or therapy context, only provided for comparison purposes.