

The Passionpreneur Experience Podcast Transcript

What's the Difference? Mentor, Coach, Consultant - Episode 16

Host: Bridget Cobb

Intro ([00:05](#)):

Welcome to The Passionpreneur Experience where I examined the thoughts, energy and strategy. A side hustler needs to grow their entrepreneurial dreams all while they work their corporate nine to five day job. I'm your host Bridget Cobb. Now let's get started.

Bridget Cobb ([00:28](#)):

Hello and welcome back to The Passionpreneur Experience. Uh, I'm really excited guys because spring is absolutely on its way here in the Pacific Northwest. In fact, yesterday I went down, uh, towards the city and some of the cherry blossoms are starting to come out and that is a very good sign. So once you start seeing those cherry blossoms, you know, sunshine is just around the corner, get more sunshine, more daylight every day. And that is always such an encouraging and exciting time of the year. Uh, cause I can get a little dark around here, um, during the winter. So super pumped about that, getting some sunshine on, uh, today. However, in fact, in the next few episodes I'm going to be exploring a bit of a theme around resources and when and why you might use them. And, uh, in particular today I want to cover three very powerful resources that you can bring into your company.

Bridget Cobb ([01:30](#)):

Uh, depending on the need. The three resources I'm going to talk about today are a, a mentor, a coach, and a consultant. And you know, it's very common to get these three resources confused or mixed up and uh, and not fully understand when, where, and how you might bring them in. And in fact, I've kind of categorized these three, uh, resources in a way that might help sum it up really, really easily. And that is, uh, I'll walk you through, um, how I've kind of divided it in my mind. I am a certified professional coach, so definitely talk about that. The difference then between the mentor and the consultant on either side. So let's dive into it. Get started. I'm going to start with the mentor. And when I think of who, why, what, where, how, when I think of a mentor, I think of the what and uh, the mentor is there to share the what with you.

Bridget Cobb ([02:33](#)):

And let me give you some examples of what the heck I am talking about. So, uh, when you work with the mentor, generally the main purpose of working with a mentor is, uh, to learn from their own experience. A mentor is often highly skilled or successful in the exact area or very similar area of where you, where your trajectory lies. So, uh, if you are in a, uh, let's say an online where's, uh, you sell something on Etsy or something like that, you may be looking to people that have become very successful shop owners on Etsy and sold physical products may not be the exact same product you sell, but they're in that same space. Uh, and, and you look to tell them are, are the types of questions when you sit down with a mentor might be, what am I missing? Uh, what did you do?

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Bridget Cobb ([03:32](#)):

What do you think? Uh, you're really relying on a mentor's expertise on their experience and on the fact that, again, most likely they have walked a similar path to where you'd like to go. So the mentor is there to give you their opinion. Uh, they can tell you about their own experience. They can, uh, warn you of, of common pitfalls or challenges that you may face because they've already been through it. Uh, they're a great person to bounce ideas off of. Uh, and, and ask for advice. I think a mentor is a fantastic resource if you're looking for someone to tell you specifically what to do or suggest a path, um, or if you're looking to, to mimic a certain pathway. I think a, a mentor is, is a space there where you can rely on them giving you that information or certainly guiding you in the, in the direction where you could find the information for yourself.

Bridget Cobb ([04:38](#)):

So that mentor, again, uh, you're heavily relying on their expertise in the same area. They've already had proven success in whatever area you look to develop. So you may find that may, they may not do the same type of business that you do, but you feel like they have, uh, an extremely, uh, well balanced mindset and that they are experts in managing their own expectations, setting goals, and achieving those goals. And so even though they don't do the same thing that you do, that's that mindset. You want to, you want to mimic and you want to learn from their experience and how they got there. So in a lot of cases you'll find a mentor is a one on one situation, although they may have several mentees, you're generally meeting with them one-on-one and these days you can have mentors at work. You can have mentors, um, out in, uh, just from networking or from, uh, general groups.

Bridget Cobb ([05:38](#)):

But often you've got a, a, some type of regular cadence with a mentor. And even if it's, Hey, we only meet once a quarter or even once a year. Uh, sometimes it's more frequent, you meet every couple of weeks, something like that. But, uh, the mentor is there generally to give to you the mentee, they will get things back in that relationship. It is a two way relationship. Um, but as the mentee, uh, there's an established a relationship there that you really are learning from them and they'll take, they'll, they'll get their own takeaways from that relationship as well. So, again, with the mentor, I think about the what and when I, uh, in saying that I, I try to phrase up the questions like, what, um, if I'm talking to a mentor, what am I missing? What would you do? What do you think about this? Uh, what's, what's your best piece of advice for me?

Bridget Cobb ([06:33](#)):

What you know, and so on. So I hope that helps frame up the mentor a little bit more. But how was a mentor different from a coach? And I think these two, uh, can often get confused. So with a coach, I focus on the why. Again, the mentor was the what. Tell me what I should do. Uh, the coach focuses on the why, a coach. In the grand scheme of things, they can't do the work for you. Uh, they are really there

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to help you identify your why. Now in the coaching philosophy that I was brought up in there, I have a strong belief in that coaching is not prescriptive. So I am not there telling you what to do as your coach. I am helping, I'm holding space for you for one. Uh, so that you can work through some of that mindset work that you need to do.

Bridget Cobb ([07:31](#)):

Um, all my focus is um, or uh, my intention as the coach is to allow you to bring focus to your own motivation. So I'm there to encourage you to find the path that you need. Uh, I'm not there to prescriptively tell you what to do or to give you this plan, follow these steps and you will get to X. I'm going to work with you. So that holistic, you come up with this holistic plan for yourself. You're comfortable with it, you own it, you understand it. Now certainly of coach, when you think about a coach in a sports sense, I'm a sports coach. Obviously. Yes, they can't do the work for them. They may even have experience in the field. Let's say a gymnastics coach has often been a, uh, a gymnastic star themselves before they go into coaching. Um, but in, in a lot of cases, the coach is there to help that person balance their own mindset while they do the hard work.

Bridget Cobb ([08:35](#)):

And that's really where a coach comes in. They are there to help you, uh, dive deep into your psyche, understand, uh, what motivates you, where you want to go and help you bring that to the surface. Now, a coach is a fantastic source of accountability. Uh, most oftentimes you hire a coach. So there is a, a contract between the two of you, uh, where a mentor is sometimes more informal. It's not a paid relationship. It's often, um, a mutual understanding and the mentor donates their time to the mentee with a coach. However, it's often a professional relationship where the coach, uh, then has this very strong vested interest to keep you accountable. You have the vested interest cause you're paying the coach, uh, to be there for them and uh, to have them push you along. But the coaches there to help you strongly identify with your why.

Bridget Cobb ([09:39](#)):

Why are you doing in this, in the first place? Why are you struggling with certain areas of, uh, lacking motivation? Why do you sabotage yourself when it comes to money and taking care of the money side of your business? All of those types of things. The coaches there to help you get past the mental piece so that you can move forward. You can learn and you can progress. All right, so so far we've got the mentor, the mentor is passing on their own expertise, likely giving advice, uh, likely helping guide you say stay away from this, go towards that. The coach is there helping you unblock yourself, uh, most likely from a mindset issue most likely from an internal block so that you can move forward. Let's move on to the consultant. The third one and when I think of a consultant I th I think of how, so we've got the mentor with the, what the coach is, the why.

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Bridget Cobb ([10:41](#)):

The consultant is the, how a consultant is also a paid relationship. So that's a partnership that you enter into in most cases with a consultant. This is the most prescriptive relationship or resource you can bring into your business. You are bringing that resource in because at this point in time you need someone to tell you exactly how to do something and you are paying for the privilege. So, and it could be also that you are completely giving away a process to that person you're delegating. So you've hired the consultant to come in and take care of a certain part of your business, organize something for you, set up a system, set up a process, and they're coming in to do that. So with the consultant you at, you are more asking, Hey, can you do this for me? Can you organize this for me? Can you set up the system?

Bridget Cobb ([11:39](#)):

Can you tell me exactly how to do this step-by-step? Because they're going to own that process. So it's a very different, uh, relationship to the coach, which is there to help, uh, enable you to do it yourself through your own self exploration or the mentor who's going to give you advice based on what they did and let you make your own choice. So all very different resources and they all come with very different benefits to you as a business. Uh, and you can very likely have all three of these running simultaneously in your business for different reasons. So now you need to decide which types of resources are right for your business, uh, and, and, and when to use them. And that really comes down to fully understanding what's the need that you have. And, uh, and one of the first things I like to go back to as I, as I consider this is where, where are my strengths?

Bridget Cobb ([12:38](#)):

What, what are my particular strengths? Now, if I'm focusing on my strengths and where I achieved the highest results, I would often pull a coach in for that because I am looking for someone to help me embrace my own strengths, utilize them to my greatest potential and keep me focused. You know, I'm really passionate about massive action. And, uh, and so if I was bringing in a coach, uh, I would have them come in and continue to help me work on that massive strength that I have because that makes me exponentially better. Uh, whereas I might bring in a consultant to do a job where I don't want to spend a massive, you know, this might be one of my least favorite activities. Um, and I don't feel like I want to spend a lot of time and energy and resource into this. For example, maybe I don't want to learn how to code and build a website from scratch, but I want a website built from scratch.

Bridget Cobb ([13:42](#)):

I don't want to use templates or uh, whatever. I'm going to bring in a consultant to do that because I'm going to get the best result possible. Capitalizing on someone where that is their strength and I don't feel it's necessary for me to invest any of my time and energy and building on a skill that I may really only need to use every so often. And especially in that capacity of building a website that it's really one big chunk up front and then I may do maintenance later down the track. So in that case, I'm going to use

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my consultant option. I'm going to bring them in and say, you go build it, go forth and prosper and give me the finished result. However, uh, in a, um, steroid. If I'm looking at building strengths and capitalizing on my strengths, I'll bring a coach in to work with me.

Bridget Cobb ([14:31](#)):

On that and to keep me finding that, why and identifying with that why and capitalizing on those strengths. A mentor is a relationship that I want to have, uh, that I can touch base with. I think it's a great North star. I get to learn from them. I get to learn from their wisdom. I may or may want to take the same steps that they took. That's okay. You don't need to follow in your mentor's footsteps. 100%. But a mentor is, is great community. Somebody that you can talk to that you know is more knowledgeable than you. They've done the hard yards. They have the experience and you can beg, borrow, and steal from that. That's the beauty of that relationship. Uh, often mentors are very invested in their mentees and they want to see them succeed. So a mentor might be there to help make connections for you.

Bridget Cobb ([15:22](#)):

They might say, well, let me introduce you to this financial planner. Hey, I know other people in your industry that could be fantastic partners for you. Let me get you connected. That's a great benefit that comes out of having a mentor. Especially if they're well connected in your industry or your professional category is that they can provide an open doors for you and uh, and connect you with others. And then that coach, that coach is solely focused on you, on your progress, on your mindset, and they're really there to help you capitalize on your strengths and uh, overcome any little doubt or, or concern you might have in the back of your mind that might keep you from capitalizing on those strengths. So again, we've got, just to recap, we've got those three key resources. You've got the mentor, you've got the coach, and you've got the consultant, the mentors there to be your connector, to give you advice, to share their experience.

Bridget Cobb ([16:26](#)):

The coach is there to help you get really internal, understand your own motivation and help you learn how to push yourself. The consultant is there to hand over work that you don't need to really trouble yourself with or work that is just slowing you down and there'll be no true benefit for you to try to fill a skill gap or something to make it up. You just delegate it out. Get the benefit and you move forward. Okay. So, uh, I'm thank you so much for joining me today. This is like I said, the first in a series of, uh, resources and, and comparative, um, episodes where I take a couple of different resources and kind of put them up against each other so that you're clear on when you use each one. That's all I have for you today. Thanks so much for listening and I'll see you back here next time on the passion printer experience.

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Outro ([17:27](#)):

Are you building your side hustle business all on your own? Well, you don't have to. Engaging with and being accountable to a supportive community will increase your productivity and keep you on track. Join my private Facebook community, The Passionpreneur Experience and connect with likeminded side just like you. Head to the show notes now for a link to the group and start building the business of your dreams.