



# RESOURCES

*distinguishing between  
coaches, counselors,  
mentors, sponsors, &  
allies*



**Counselor (Therapist):** a licensed professional subject to ethical and legal mandates, governed by an authoritative oversight and credentialing organization. Support is paid, and there are strict personal boundaries between the Counselor and Client. Therapists deal with pathology, make diagnosis, and treat illness.



**Consultant:** a professional with significant experience and expertise hired to help solve problems and design solutions. Consultants are paid to give advice, provide guidance, estimate costs, organize and lead people, and manage schedules. Consultants can straddle the fence between also being a coach - "CoachSultant"



**Recovery Coach:** a Coach promotes recovery and removes barriers and obstacles to recovery, serving as a personal guide and mentor for people seeking or already in recovery from a substance use or behavioral (process) addiction. Recovery Coaches establish recovery capital to aid the recoveree across all dimensions of wellness.



**Sponsor:** a sponsor is someone who has made some progress in the recovery program and shares that experience on a continuous, individual basis with another recoveree who is attempting to attain or maintain sobriety through the program. Sponsorship is derived from and traditionally associated with 12-Step programs.



**Mentor:** a mentor is traditionally an experienced and trusted adviser common in business settings, but increasingly found in other venues. Mentors advise and train mentees and establish safe ground for the (usually younger and less experienced) colleague to stretch and take intelligent risks without causing disruption or loss.



**Ally:** originally referred to a country which had agreed officially to give help and support to another one, especially during a war; Ally now also refers to someone who aligns with and supports a cause with another individual or group of people, while not necessarily sharing the same attributes (LGBTQ, Addict, social justice, etc.)