"Two sides of the same coin"? Coaching and mentoring and the agentic role of context

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Dimensions of the relationship

**Objectives**
- Specific goals defined in a three party contract
- Expectation of specific behavioural change

**Nature**
- Contract-based within a paid relationship
- Service provider

**Timeframe**
- Clear time boundaries
- Time pressure

**Expertise**
- Expert on the process
- Verified by a degree/qualification

**Performance-oriented**

**Formal**
- Contract-based within a paid relationship
- Service provider

**High time pressure**
- Clear time boundaries
- Time pressure

**Growth/learning-oriented**

**Informal**
- Reciprocal exchange
- Partner/Friend

**Low time pressure**
- Loose time boundaries
- Long-term engagement

**Industry/Job experience**
- Similar background
- Verified by experience

**ECONOMIC CONTEXT**

**SOCIO-CULTURAL CONTEXT**

**LEARNING CONTEXT**

**TEMPORAL CONTEXT**

Typical of coaching discourse

Typical of mentoring discourse