

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

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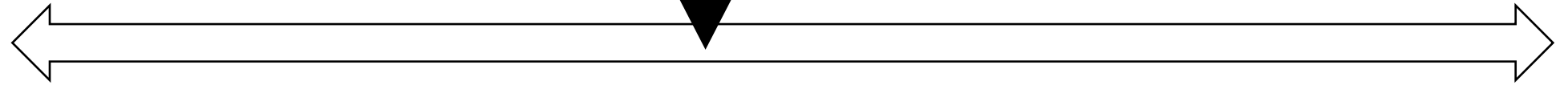
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*Typical of  
coaching  
discourse*

## CONTEXT

*Typical of  
mentoring  
discourse*



### Dimensions of the relationship

#### Objectives

#### **Performance-oriented**

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

#### **Growth/learning-oriented**

- An opportunity to develop/learn
- Expectation of reframing and rethinking own role

#### Nature

#### **Formal**

- Contract-based within a paid relationship
- Service provider

#### **Informal**

- Reciprocal exchange
- Partner/Friend

#### Timeframe

#### **High time pressure**

- Clear time boundaries
- Time pressure

#### **Low time pressure**

- Loose time boundaries
- Long-term engagement

#### Skillset

#### **Expertise**

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

#### **Industry/Job experience**

- Similar background
- Verified by experience

### **LEARNING CONTEXT**

### **ECONOMIC CONTEXT**

### **TEMPORAL CONTEXT**

### **SOCIO-CULTURAL CONTEXT**