



Coaching 101

What coaching is, how it helps, and why it works for neurodivergent people

What is coaching?

Coaching, as defined by the International Coaching Federation (ICF), is a transformative conversation designed to achieve meaningful results. It's a collaborative partnership where coach and client engage in thought-provoking, creative dialogue that empowers you to unlock your full personal and professional potential — moving from simply functioning to truly thriving.

Unlike consulting, mentoring, or counseling, coaching is a partnership that respects your power, resourcefulness, intelligence, and intuition. The coach sets aside their own opinions and agenda to actively listen, understand your goals, and help you reach them — you stay in the driver's seat.

How coaching helps

Clarify your vision

Define what success looks like and build momentum toward ambitious, attainable goals.

Unblock what holds you back

Surface and overcome limiting beliefs and unproductive thought patterns.

Build healthy habits

Re-frame negative self-talk; shift from fear- or habit-driven to purpose-driven.

Invest in your wellbeing

Tend to mental health with the same care as physical health — coaching is self-care.

How coaching works

Recurring 1:1 sessions

Typically 30–45 minutes, facilitated by your coach but driven by your needs.

You come prepared

Bring a topic, stay present, and follow through on what comes out of the work.

Try before you commit

Free sample and intro sessions; the first meeting “creates the alliance.”

Flexible & accessible

Cadence, length, and pace set together. Sliding-scale pricing — just ask.

Why Squirrel Space Coaching works for ND'ers

Squirrel Space Coaching is built for neurodivergent people because it is:

Non-pathologizing

You are not a problem to be fixed. Coaching starts from strengths, not deficits.

Non-hierarchical

A partnership of equals, not an expert directing a patient.

Client-directed

You set the agenda, pace, and goals. The work honors how your mind actually operates.

Fills the gaps

Supports executive-function, organization, routines, and follow-through that medication or therapy alone often don't address.

Inclusive of all needs

Meets needs that fall outside traditional medical care. No diagnosis required to benefit.



Coaching & Therapy

How they're different — and how they work together

Complementary, not competing

Coaching and therapy aren't competitors — they're complementary. Therapy is past- and present-focused and treats mental-health conditions, trauma, and emotional distress. Coaching is future-oriented, action-based, and builds on strengths. Coaching complements therapy especially well when it's focused on practical skills and tailored to how your mind works.

Coaches do not diagnose or treat mental-health conditions, and refer out when something falls outside coaching's scope. Coaching is typically short-term (6–12 sessions), structured, and progress-driven. It is not a regulated profession — so verify a coach's certifications — and it never replaces therapy.

Coaching

- Future-oriented & goal-driven
- Action-based, solution-focused
- Builds on strengths
- Does not diagnose or treat
- Short-term & structured
- Credentialed (not licensed)

Therapy

- Past/present-focused
- Insight-driven, healing-focused
- Treats conditions & trauma
- Can diagnose & treat
- Short- or long-term
- State-licensed & regulated

“Many of the challenges we encounter today are not rooted in diagnosable pathology, but in chronic stress, systemic misalignment, and environments that quietly erode capacity. Coaching tools like the Energy Leadership Index can enhance — not replace — clinical insight: they increase self-awareness without blame, and create a shared vocabulary to discuss stress without defaulting to labels or shame. Skepticism is not a barrier here; it's a strength. Let's use it well.”

— Dr. Mirna Mejia, Licensed Psychologist & Certified Professional Coach · Chief Coaching & Culture Officer, Squirrel Space