The Future of Coaching in an AI: Why AI Won't Replace the Human Coach

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ICF Calgary | International Coaching Week

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What do you want to get out of this session?
What do you know about AI and coaching?

Speaker Intro | Edward Temple, MCC, CEC, MA

1. Past-President, ICF Calgary Chapter
2. Master Certified Coach (MCC)
3. Lethbridge College | Program Chair, Leader as Coach Program
4. Author | The Leader as COACH
5. Creator | Sprout Coaching Model™
6. Creator | Coach with Sprout app with C*oach Enzo*™

How can we
best partner?

Agenda

1. Disruption | How are you experiencing the disruption?
2. Orientation | What will help you navigate this disruption?
3. Action | What will you do with this information?

Objectives

1. Future | Glimpse what the future has in store
2. Equip | Honing your coaching skills in light of AI
3. Construct | Your own framework for a new approach

What this is and what this is not

- Ethics
- Safety
- Governance
- Technology
- Overview of what is available
- Orientation through disruption
- One specific application
- Opportunity for reflection
- GOAL: Elevating our coaching

Enzo demo

1. *What would you ask?*
2. *What did you like?*
3. *What did you feel was missing?*

Coaching Demo

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Enzo demo debrief

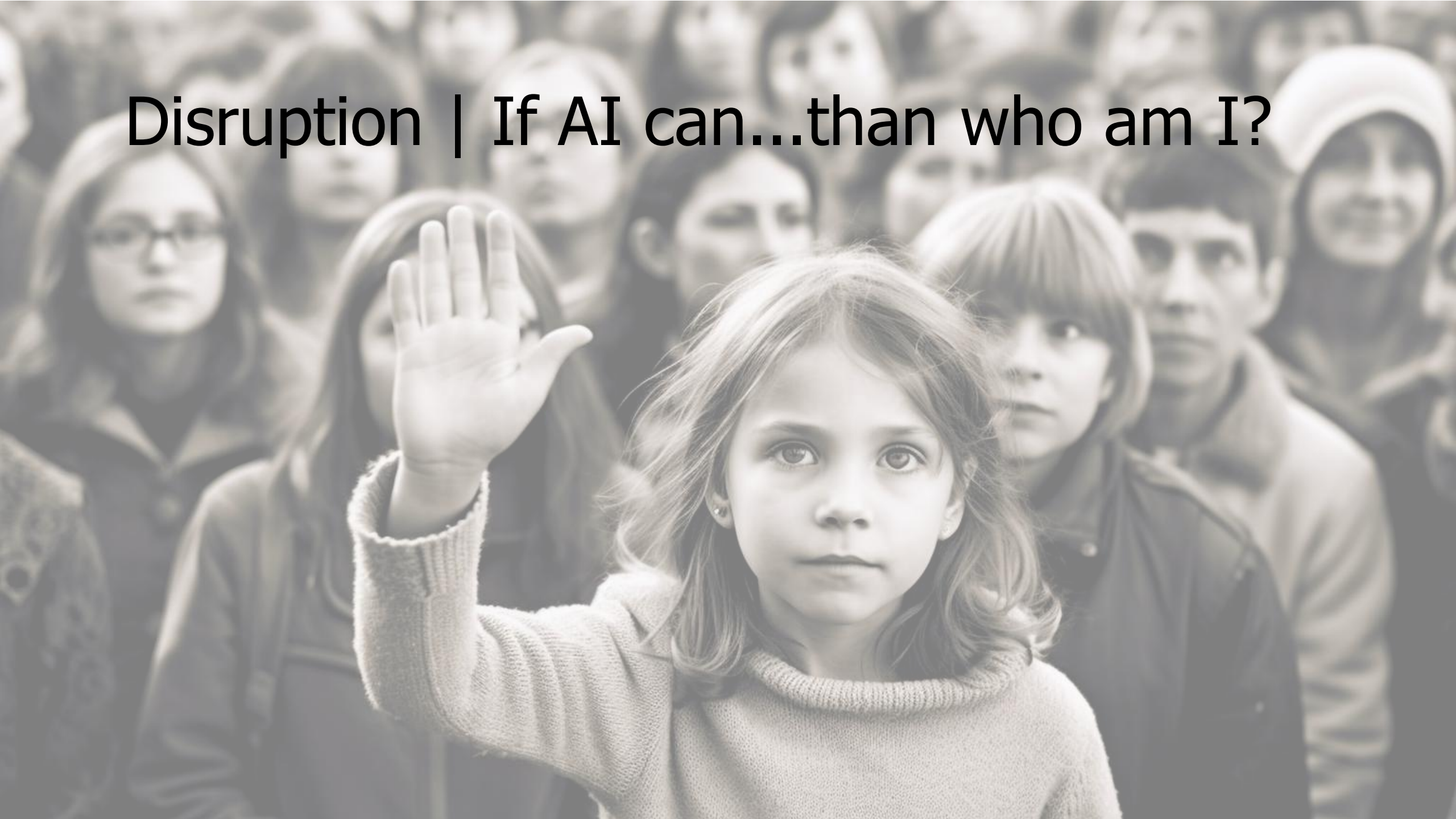
1. *What did you notice?*
2. *How do you feel about this?*
3. *What if anything matters about this?*

Disruption | A Conversation about AI & Coaching

- AI demo: “What ensued was a transactional conversation between the bot and coach. It was not coaching!”
- Email exchange with CEO: “I was not only man-scolded for being ‘emotional’ about the topic but told that ‘…most coaches are transactional anyway, so AI may as well support those transactions.”
- “Just because AI can spit out 1,000 poems in 30 seconds, does not make it a poet.”

Disruption | A Conversation about AI & Coaching

Disruption | If AI can...than who am I?



Disruption | Deep Blue

February 10, 1996, a *good or bad day for chess?*

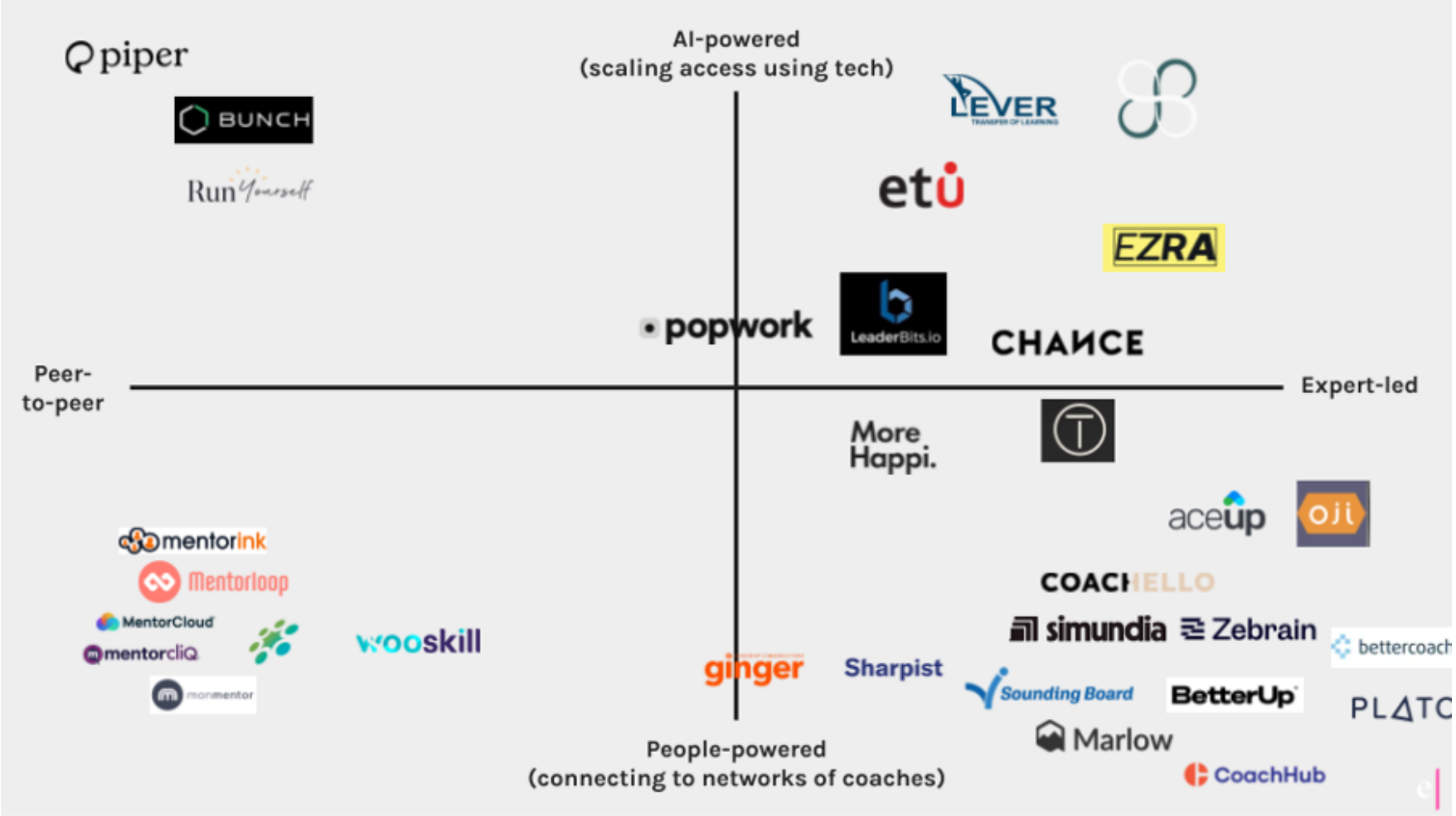
1. Chess.com has 11 million daily active users

2. TV broadcast channel of for Chess.com

Disrupting | How is AI being used in coaching?

1. Administration
   Smart assistant, scheduling, marketing, content creation
2. Additional Feedforward
   Resources, “Coach tuned” Google, Mentoring
3. Accessibility
   Coach matching, scalability
4. Augmentation
   Homework, nudges, accountability, tracking goals and progress
5. AI for professional growth
   ICF competency-based feedback, Enzo

Disruption | Coaching and AI



Coaching and mentoring tech market map, by Emerge Education

Disruption | AI Coaches

COACHELLO

Alcoach.chat

Boost

retorio

AI COACHING with coach Vici

BUNCH

ROCKY.AI

Patricia

CoachHub

AIMY™

Artificial Intelligence Coaching Alliance Standard (AICAS)

Future Proofing

8. AI-Reflective Practice and R&D advancement

AI for Professional Growth:

Utilizing AI for self-reflection and to inform continued professional development within the coaching discipline.

Jazz Rasool | https://www.aicoachingalliance.com/aicas/

Disruption | AI and Coaching Considerations

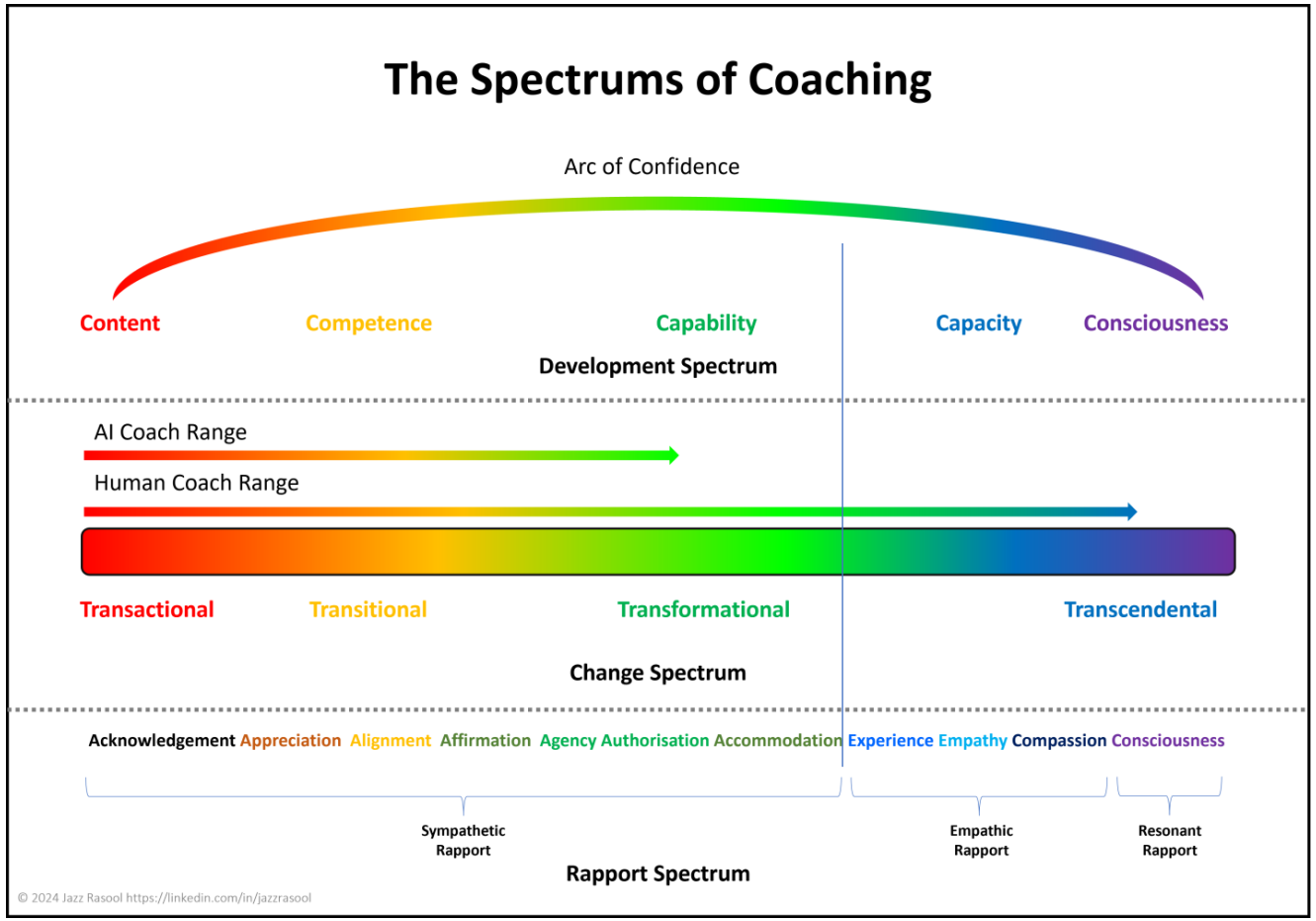
- The AI Coaches reflect their creator
- AI asks lots of poor questions:
  - “Can you give context?”
  - “Could you tell me…”
  - “Does that sound right?”
  - “Here are some resources”
- “The medium is the message.” Marshall McLuhan

  The medium through which we choose to communicate holds as much, if not more, value than the message itself.

Disruption | Q & A

Orientation

Orientation | The Future of Coaching



This line separates simulation vs emulation

The Spectrums of Development, Change and Rapport progressed through in Coaching with increased challenge and goal complexity as well as coach maturity. Jazz Rasool

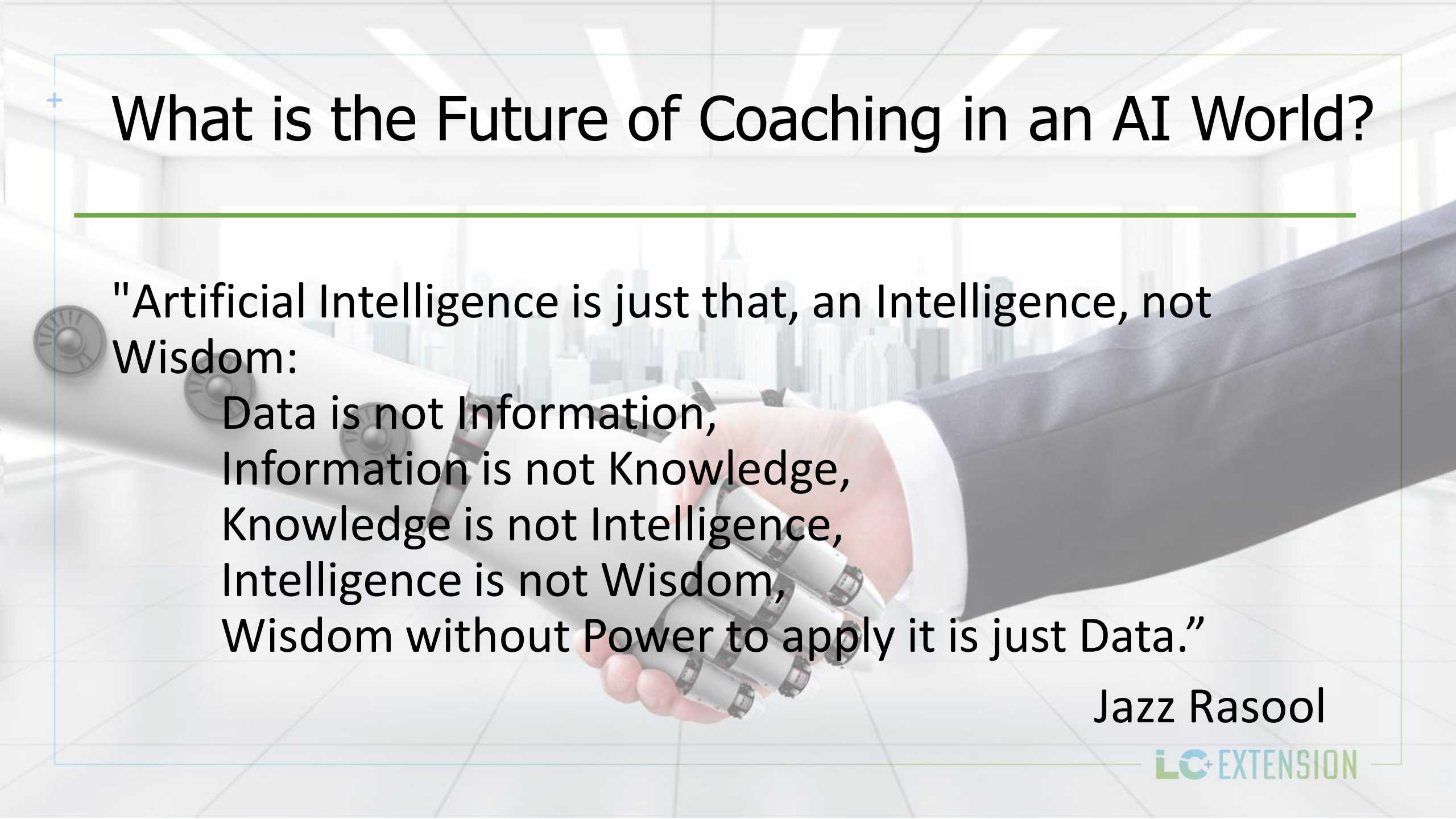
Orientation | The Future of Coaching

What is the Future of Coaching in an AI World?

"Artificial Intelligence is just that, an Intelligence, not Wisdom:

Data is not Information,
Information is not Knowledge,
Knowledge is not Intelligence,
Intelligence is not Wisdom,
Wisdom without Power to apply it is just Data."

Jazz Rasool



Connection

*The coach's ability to create a **deep bond** with the client through attentive listening and empathy, fostering an environment that nurtures open communication and trust, which in turn catalyzes awareness, insight, and **transformative change**.*

Connection

Silence
Empathy
Authenticity
Acceptance
Active
Self-regulation
Presence
Intentionality

Connection
The Guiding Force

Action:

How does connection become your guiding force?

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Identity

*The client's self-perception, values, beliefs, and **sense of self** in relation to the world, which the coach helps to explore and understand through reflective and exploratory conversations, empowering the client to align their actions with their **authentic self**.*

Identity

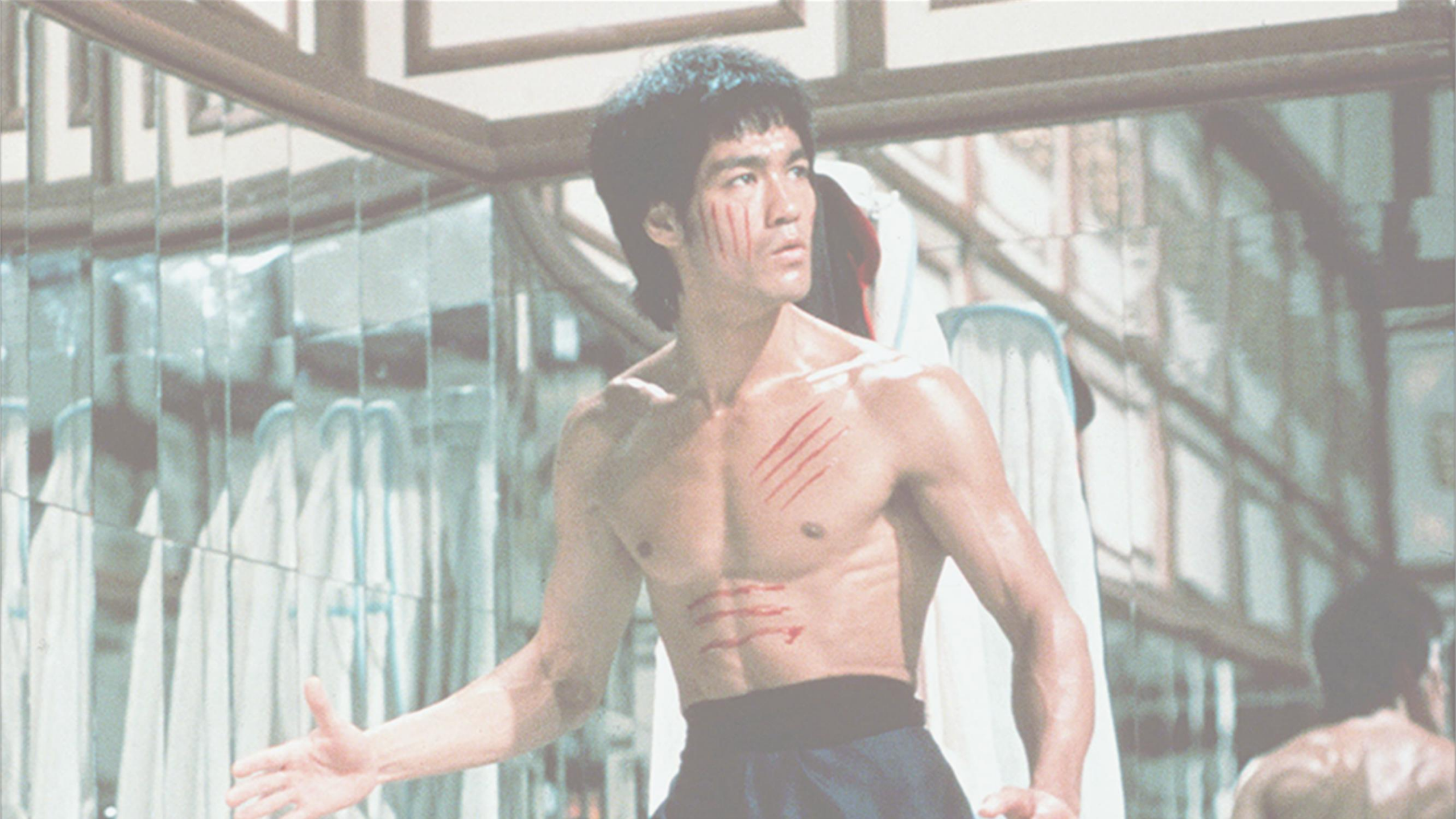
Aspirations
Values
Personal
Social
Stories
Tribes
Beliefs
Professional

RETURNING THE BOON
CALL TO ADVENTURE
ADVENTURE
CROSSING THE THRESHOLD
THE ULTIMATE BOON
THE HERO'S JOURNEY
THE ROAD OF TRIALS
METAMORPHOSIS
ABYSS

Identity
The Hero's Journey

Action:

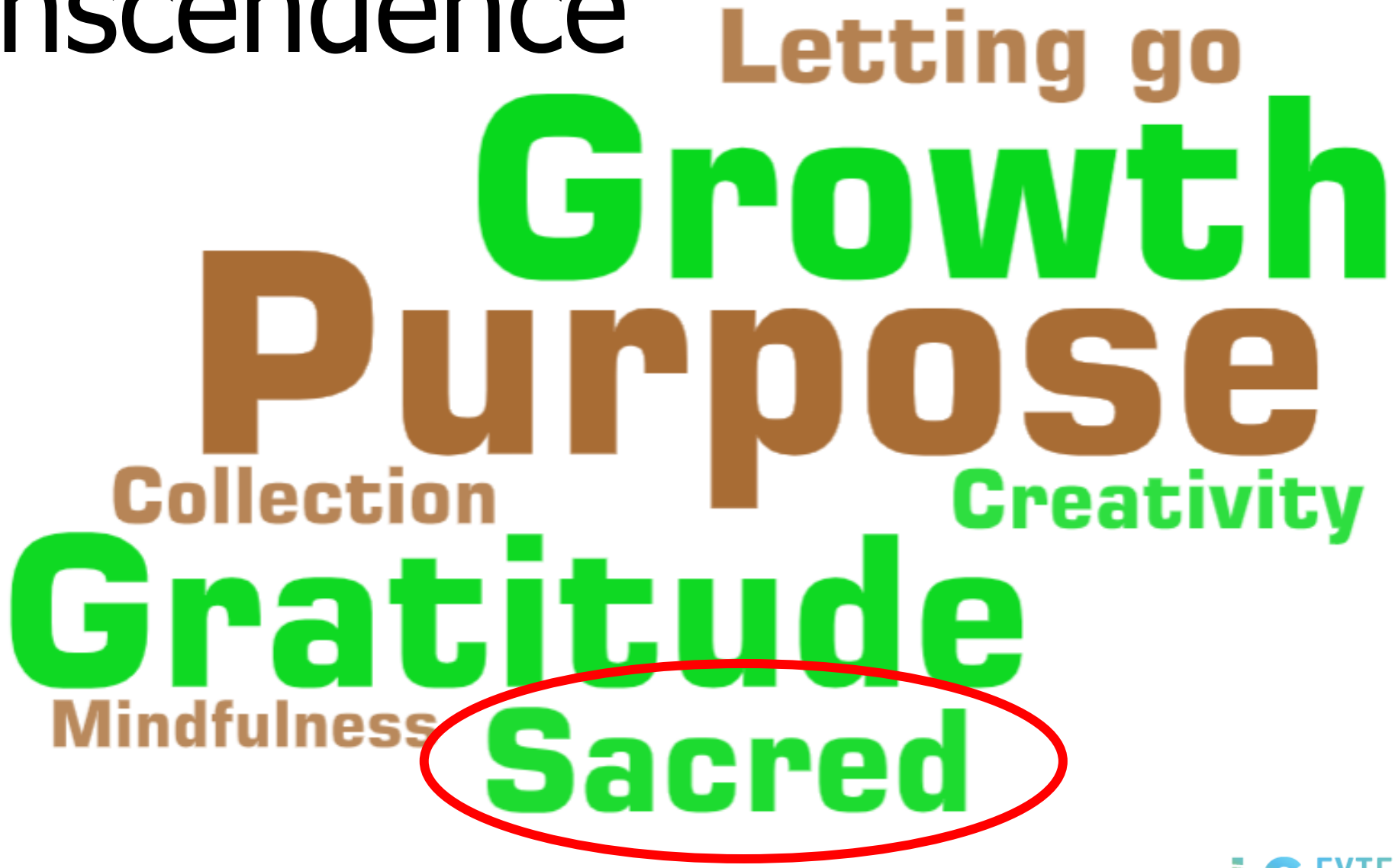
How does your Hero's Journey shape your coaching?



Transcendence

*Coaching guides clients to surpass their **self-imposed limits** and **assemble the pieces** of their life journey, fostering self-awareness and personal growth that culminate in a **greater whole**, transcending the sum of individual experiences.*

Transcendence



Transcendence
The Alchemist's Quest

Transcendence
The Alchemist's Quest

Alchemy

" The process of taking something ordinary and turning it into something extraordinary, sometimes in a way that cannot be explained."

Transcendence
The Alchemist's Quest

Action:

How is your Alchemist's Quest shape your coaching?

Q&A | The Future of Coaching in an AI World?

Orientation | Q & A

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Action

Action | Journey to Mastery with AI

1. Coaching Mindset | Elevate Questions
    1. Beyond Models, Patterns and Predictability
    2. Poor AI Coaching Questions:

Closed questions	to	Open
For information	to	Exploration
Preloaded questions	to	Silence

2. Coachability | Be Coached

Action | What will you now do differently?

- *How did you learn coaching?*

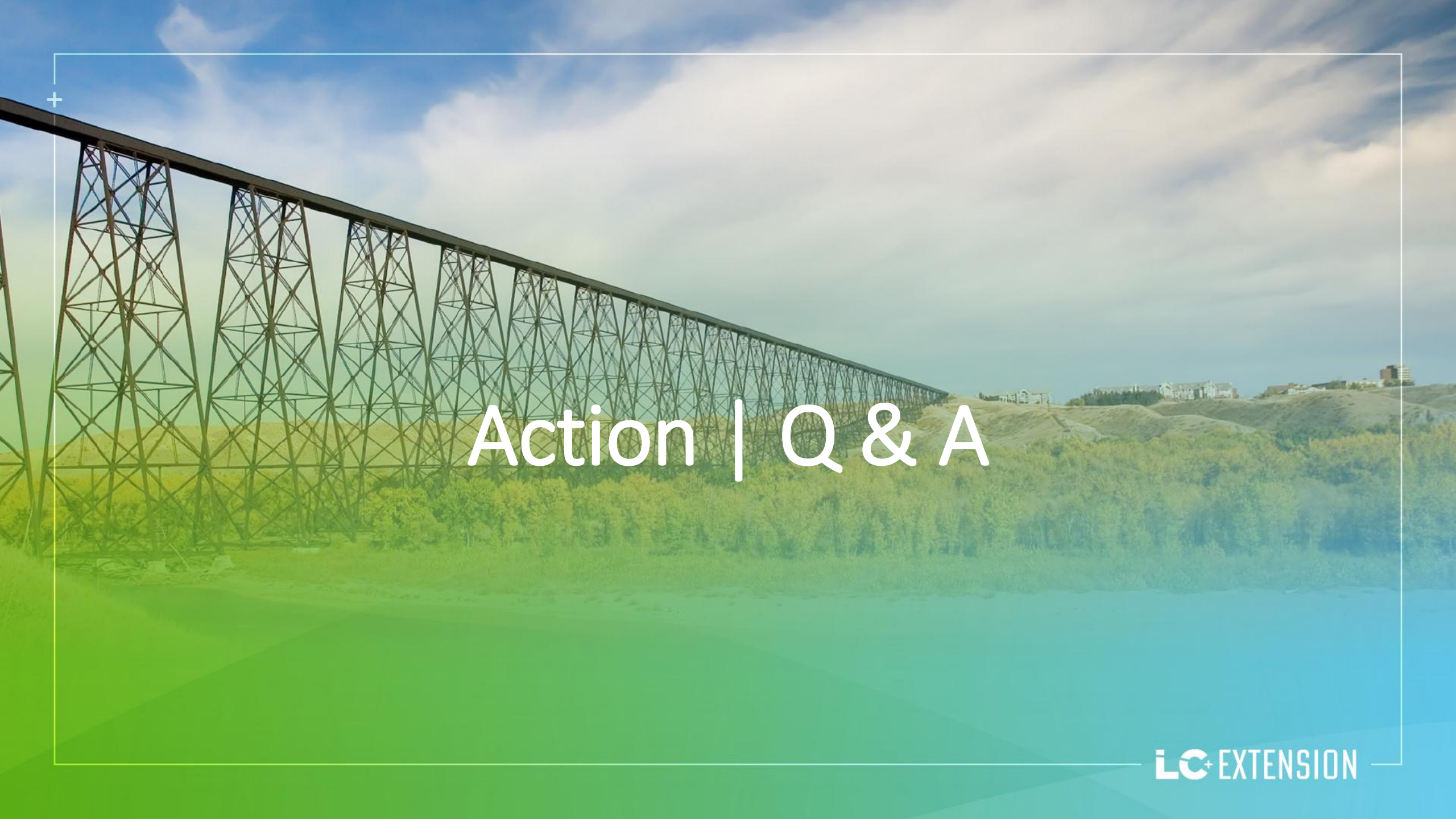
  See

  Do

  Get

- *How can AI help you?*

1. *Coachability*	*Keeping the right mindset*
2. *Skill development*	*Even the pros do drills*
3. *Refinement*	*Elevate practice*



Action | Q & A

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Why Enzo?

1. *More coaching is needed*
2. *Differentiate ourselves from AI*

What is Enzo?

*An AI-powered generative, non-directive coach and relationship guide, **embodying the coach on demand**, who offers non-judgmental support and poses insightful questions to empower individuals in finding their own path forward.*

2. Coaching like language learning

1. *The Silent Way | Don't teach, experience*
2. *Coaching skills through practice*

"I don't teach. I let them learn."

Educator and mathematician, Caleb Gattegno

Notes to add

"There is a recognition of AI as a competitor, potentially replacing human coaches in some or all of their work."

Trends in Digital and AI Coaching 2024

1. Per cent AI will not deliver coaching 3.1
2. AI will only be used to offer AI coaching to those that can't afford human coaches 14.2
3. AI will be used by some coaches to augment their practice 46.1
4. AI will replace some (20–50% of) human coaches 32.8
5. AI will replace most (more than 50% of) human coaches 3.8

Quotes

- “I take people into deep waters, and you discover yourself.”
- When I talk to you, I feel myself calm down.”
- “After 10 sessions, “I am not sure who I am without this job… They may terminate me…” “Who are you?”
- Coachability
- Muddying the waters | The AI’s aren’t coaching

Notes to add

- How did you learn coaching (SDG – not the UN Sustainable Development Goals)?
  - See coaching
  - Do coaching
  - Get coaching
- “The medium is the message”
- AI is muddying the waters – just like we coaches are
- Defining an AI coach: We define an "AI coach" as a digital resource that assists learners in practicing real-world skills by providing feedback as they are engaged in them. John Cleave
- Unlike AI tutors, which provide answers to questions and suggest personalized learning pathways, AI coaches focus on self-reflection and metacognition, fostering self-directed learning.
- Research says that AI coaching works well when there are clearly defined goals and explicit measures of success. Dr. Nicky Terblanche
- 7 Facts about our brains – we are networks learning from other networks (not just cognitive experiences)
- As I share a story our hearts get aligned and in rhythm
- AI coaching defined: “machine-assisted, systematic process of helping clients set professional goals and construct solutions to achieve them”. Carolin Graßmann and Carsten C. Schermuly

AI Coaching

- Most assume that it is mentoring

Coaching Demo with Enzo

SPROUT