Artificial Intelligence (AI) Coaching and Mentoring:
Frameworks and Futures 2024-2034
30min Presentation
30min Interactive Q&A

The is a one-hour non-technical interactive primer of best practice frameworks for adoption, adaptation, and utilisation of AI in executive coaching.

It introduces best practice frameworks and methodologies to prepare coaches for using artificial intelligence (AI) with clients, in coach professional education, supervision, governance, legal compliance as well as research and commercial development.

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Director, Artificial Intelligence Coaching Alliance

Introduction

The rapid advancement and integration of artificial intelligence (AI) into various sectors has raised critical considerations for the executive coaching profession. This one-hour interactive primer workshop explores the multifaceted impact of calls for AI Coaching adoption into businesses and organisations. It provides actionable insights, strategic best-practice frameworks, and guidelines for executive coaches to adapt and thrive in an AI-augmented landscape. It focuses on adapting to AI Coaching frameworks as well as their adoption and use.

Getting AI Prepared for 2024-2034

This primer will provide a strategic ABCD roadmap for preparing executive coaches for emerging futures showing expansion of AI adoption and adaptation into coaching and mentoring professions for the years 2024-2034. A CPD pathway will be provided that ethically blends human executive coaching insight with the breadth and depth of AI tools, information, and compliance. The resulting elevated coach maturity will redefine what executive coaches can demonstrate in helping a client's process for realising their potential or empowering them to attain their goals.

Adopt or Adapt using a 4 Stage Safe and Slow Onboarding

If you are going to use AI, use a *Safe and Slow* approach to minimise risks and liabilities. The four-stage onboarding allows you to either adopt AI into your practice or to adapt your techniques to partner with it in a four-stage way that is congruent and coherent with your competencies and contracting:

1. **AI-Informed:**
   Use AI for information purposes only
2. **AI-Guided:**
   Use it as a reference to guide clients in sessions
3. **AI Supervised:**
   Allow the AI to directly coach your client, under your supervision.
4. **AI Unsupervised:**
   Allow the client to use the AI independently but have triggers, safeguards, and notifications in place to ensure you intervene if psychological safety or boundaries are about to be undermined.

Be Continuously Learning

Beyond adopting of AI and adapting of your practice you will have to get professionally effective in emerging AI Coaching competency sets. Help yourself scale your AI partnered coaching, from working with individual clients, up to teams, right up to system or organisational level change programs. Coach training courses will need to design, deliver, assess, and certify AI aligned, compliant modules that are integrated into their curriculums for individual, team, organisational and systemic coaching frameworks of practice.

Comply With Regulations, Ethics and Laws with Supervision and Governance

Those providing supervision or mentoring of coaches will need upskilling to be ready for overseeing coaches that use AI in their practice. Regulatory, Ethics and Compliance panels or bodies will require robust governance structures to ensure coaches are well-equipped to use AI ethically and effectively, fostering an environment of trust and compliance, especially with the emergence of new technology advances and AI laws that constrain their deployment. A key challenge here will be to eradicate incoherences and incongruences within and between AI, DEIB, Ethics and ESG policy implementations to prevent undermining forms of bias from manifesting into publicly visible responsibility shortcomings and revelations of inauthenticity.

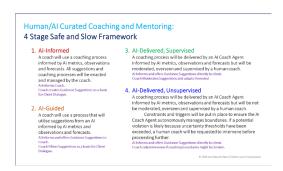### Democratise, Diversify and Decentralise

As adoption of AI and adaptation of practice advances, coaches need to prepare for coaching to become more democratised, yet with more accessibility for some yet AI/Digital poverty for others. Nation states and the global diversity of cultures will create their own AI initiatives facilitating Diversification of coaching practices, underlying psychological models, as well as localised, culturally aligned AI datasets and model algorithms. In time the Diversification will distribute AI Coaching provision and governance resulting in Decentralisation of AI services. This will lead to localised provision of AI products and services that can dynamically draw between regionally resonant data and globally relevant sources. However, as AI use increases so will its energy consumption, resulting in acceleration of Climate Change effects from the ever-increasing carbon footprint of AI services.

Four major actionable insights will be provisionally introduced
and engaged with interactively.

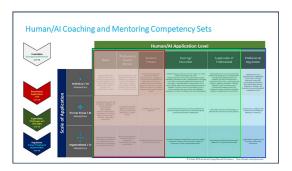| Four Stage Safe and Slow AI Coaching Adaptation and Adoption Framework	Four Stage CPD Program developing Four Professional Role Competency Sets

Four Stage Management of
AI/DEIB/Ethics/ESG Policy Implementations.

Coaches will be responsible for helping executives address critical misalignment conflicts that have started to emerge from incoherent, incongruent organisational policy implementations.

Alignment and Compliance with
new AI and Digital Services/Markets Laws
from the European Union.
Briefing for Coaching and Mentoring Professions.

Jazz Rasool

Presenter Bio

In November 2023 I started laying the foundations for the AI Coaching Alliance, currently a group of nearly 200 leading international coaches and researchers. I set up the Alliance to promote frameworks for ethically centred adoption of AI into Coaching Practice, Teaching, Supervision and Governance that could be collaboratively developed across different governing bodies for coaching and associated commercial and public sector stakeholders. I am currently writing a proposal for Ph.D. in Mindfulness Based AI Coaching. I will be presenting on AI Coaching Frameworks, Research and Workshops in many ICF, EMCC and AC events in 2024.

In 1992 I graduated with a BSc. degree in Physics and in 1993 with my MSc. In Computer Modelling of Molecular and Biological Processes, studying biophysics effects of drugs acting on the neuroscience and consciousness of the human brain. I began Executive coaching 20 years ago in 2004 running workshops for experiencing Mindfulness based Coaching for over 100 of Unilever's national directors gathered in London for Unilever's re-branding conference, centred on the theme of vitality. I went on to volunteer at the Virgin Help Counselling centre in London. In 2008 I created my own AI Coaching platform and began providing new intercultural psychometric profiling, coaching, and mentoring that was first used in Elsevier Publishing's Marketing team. Not long after that it was taken up by the Global Institute for Evolutionary Women (GIFEW) and used to help coach and mentor women entrepreneurs from around the world in cohorts of 7-12 participants in daily development as part of a 3-month program of AI facilitated Coaching which was part of a larger 9-month entrepreneurial development journey. That course has now been running for over 10 years and its 11th cohort is about to be onboarded. During February 2023-February 2024 I gained my Professional Certificate in Executive Coaching from Henley Business School, Certification in Business Analysis from the British Computer Society, Certification in Civil, Commercial and Workplace Mediation from the Society of Mediators, a Level 3 credential in Mental Health First Aid from the Royal Society of Public Health and lastly a certification in Mindfulness Based Stress Reduction (MBSR) and Mindfulness Based Cognitive Therapy (MBCT) approved by the British Psychological Society.

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