# AI DISRUPTION & THE FUTURE OF COACHING

**Subomi Plumptre, CEO of Volition Cap**

**Presented at the 6th Annual Family Life Coaching Association Conference**

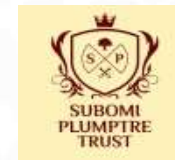July 6 - 8, 2023, Texas State University, San Marcos, TX

VOLITION CAP

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# About Subomi Plumptre



- **Strategist**
- **Comms Specialist**
- **Brand Builder**
- **Social Entrepreneur**
- **Fund Manager**
- **Board Trustee**
- **Prompt Engineer**

# AI in Socio-Cultural Contexts
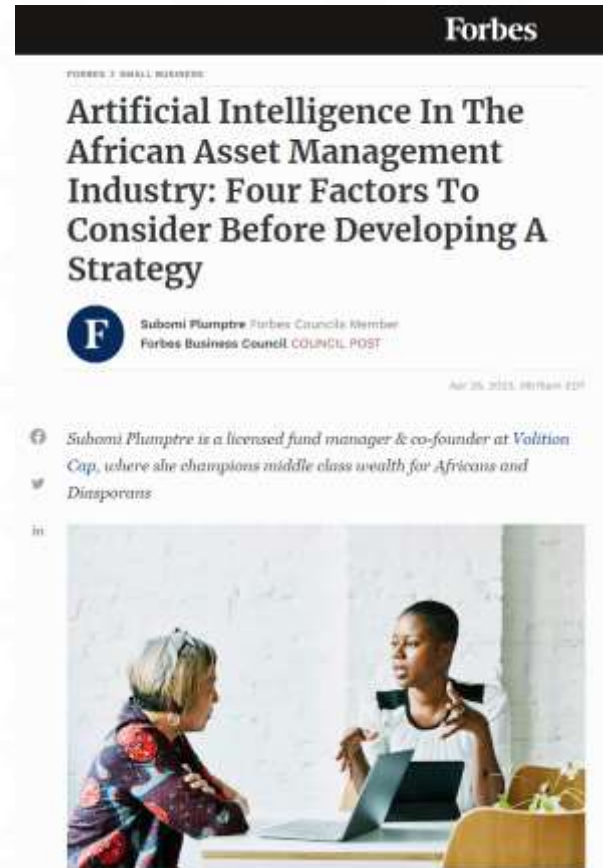
# Let's Play!

bit.ly/flcaprompts

## Key Questions

1. **What is the impact and role of Artificial Intelligence in the Coaching Industry, if any?**

2. **What can we adapt from AI to expand coaching practices within socio-cultural contexts?**

# About Coaching

According to FLCA, Family Life Coaching is **a process** where clients and trained coaches work together to achieve **client-identified family goals**. The **process is collaborative and client-directed**, working from a **strengths-based perspective**

Coaching is **a personal and human encounter** that is strongly **supported by the empathy of the coach**. Empathy in this context means the ability and willingness to recognize, understand and empathize with the emotions, thoughts, motives and personality traits of another person - essentially **their socio-cultural context.**

# AI Realities

**Artificial Intelligence is arguably the most significant technological factor impacting our socio-cultural context today.**

"We are entering **a period of generational change** in artificial intelligence. Until now, machines have never been able to **exhibit behavior indistinguishable from humans**. But new generative AI models are not only capable of **carrying on sophisticated conversations** with users; they also generate seemingly original content." **BCG**

# Socio-Cultural Contexts

Sociocultural contexts refer to **the social and cultural environment** in which a person lives and grows, plus **the influence this exerts** on their views and behaviors.

Includes the historical, political, economic, educational, religious, aesthetic, **technological and ethical** aspects present in the individual's community **in a given space and time.**

Encompasses groups of interactions such as family, friends, neighbors, customs, artistic and **technological progress.**

**People behave and respond differently** to different circumstances, contexts, brands, and policies **depending on their sociocultural factors.**

https://warbletoncouncil.org/contexto-sociocultural-9676

https://study.com/learn/lesson/sociocultural-factors-influence-examples.html

# The AI Industry

According to Grand View Research, the global artificial intelligence (AI) market was valued at U.S. **$93.5 billion back in 2021.**

From 2022 to 2030, the market is expected to grow at a compound annual growth rate **(CAGR) of 38.1%.**

This growth can largely be attributed to the "continuous research and innovation directed by tech giants who are driving the adoption of advanced technologies **across industry verticals**

Global Artificial Intelligence Market
share, by end-use, 2022 (%)

GRAND VIEW RESEARCH

$136.5B

Global Market Size, 2022

Legend:
- Healthcare
- BFSI
- Law
- Retail
- Advertising & Media
- Automotive & Transportation
- Agriculture
- Manufacturing
- Others

Source:
www.grandviewresearch.com
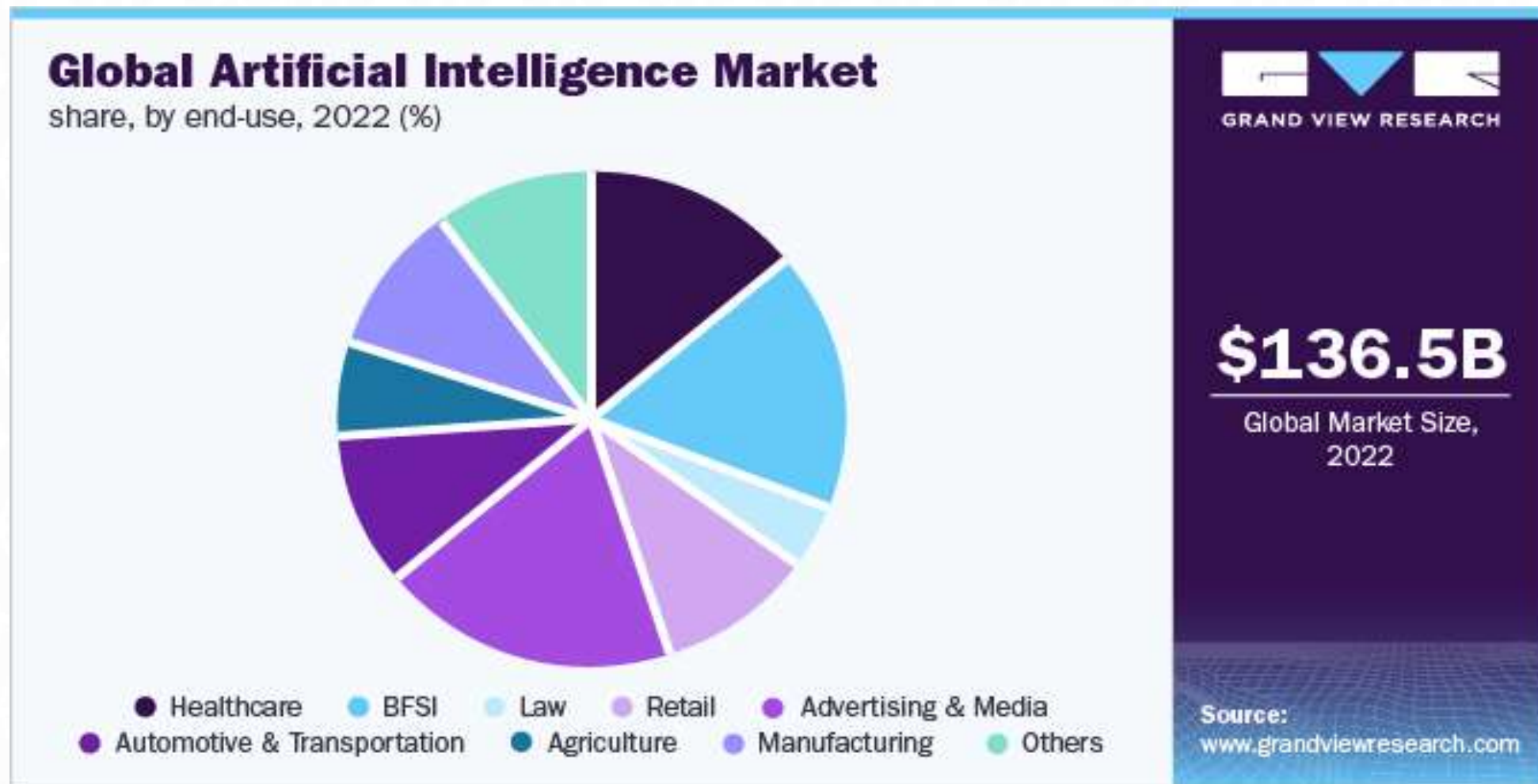
"The new wave of generative AI systems, such as ChatGPT, have the potential to transform entire industries. To be an industry leader in five years, you need a clear and compelling generative AI strategy today." **Boston Consulting Group**

# Impact of AI across Industries

**Optimizing Processes & Reducing Costs**

**Automating Routine Tasks**

**Customizing and Improving Customer Experience**

**Deploying Services Faster**

**Analyzing Large Amounts of Data**

# AI & Coaching: What the Research Says

A 2022 research paper on coaching and AI compared two equivalent longitudinal randomised control trial studies that measured the increase in clients' goal attainment as a result of having received coaching over a 10-month period.

The first study involved human coaches and the replication study used an AI chatbot coach.

In both studies, human coaches and the AI coach were effective in helping clients reach their goals compared to two control groups. Surprisingly however, the AI coach was as effective as human coaches at the end of the trials.

https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9212136/

**The Researchers in interpreting this result using AI and goal theory presented three significant implications:**

**1** AI coaching could be scaled to democratize coaching.

**2** AI coaching could grow the demand for human coaching.

**3** AI could replace human coaches who use simplistic, model-based coaching approaches.

"Artificial Intelligence offers new possibilities for coaching. Whilst many coaches are not deploying AI yet, its use is gaining traction among individuals coaches seek to attract. Therefore, it may be wise for coaches to understand how they can use it."

**Subomi Plumptre**

# What ChatGPT Had to Say

"Artificial intelligence (AI) has the potential to both help and challenge the life coaching industry."

"Ultimately, the impact of AI on the life coaching industry will depend on how effectively coaches adapt and integrate AI technologies into their practice."

# What ChatGPT Had to Say

"It is likely that a hybrid approach, combining AI-driven tools with personalized human coaching, will emerge as the most effective and preferred model."

# AI-based Coaching

AI-based coaching is the use of artificial intelligence **to support, enable, augment, complement, or take ownership of the coaching relationship**.

Researchers define AI in coaching as the "**machine-assisted**", systematic process of **helping clients set goals** and **construct solutions** to achieve them".

# AI In Coaching: Pros & Cons

## Pros

### Perspectives & Objectivity
Use data & algorithms to provide impartial and evidence-based advice to mitigate the influence of personal emotions or opinions.

### Size & Scalability
Handle large number of users; provide consistent and customized support without lowering quality or speed.

### Convenience & Affordability
Achieve cost-effectiveness due to reduced time and personnel costs as well as economies of scale.

## Cons

### Limitations with Human-complexity
Tendency for one-size fits all answers.

### Issues with Data-reliability
Due to incomplete or outdated data or algorithms. AI hallucination is a thing.

### Confidentiality & Privacy
Concerns related to professional ethics, confidentiality, treatment of user data as well as corporate methods and outcomes.

# A.I. in Coaching: Opportunities & Threats

## Opportunities

### Personalized Insights

AI can analyze vast amounts of data about individuals, such as their behavior patterns, preferences, and goals. This can be used to provide more personalized insights.

### Efficiency and Accessibility

AI-powered virtual assistants and chatbots can provide basic guidance and support to individuals, making coaching more accessible and affordable.

### Personal & Skills Development

AI can provide simulated scenarios and virtual environments for clients to practice developing themselves and their life skills.

## Threats

### Competition

Many individuals might prefer the convenience and cost-effectiveness of AI-based solutions over one-on-one coaching sessions.

### Ethical Considerations

The use of personal data and potential biases in AI algorithms can raise concerns about privacy, consent, and the fairness of AI-driven coaching platforms.

### Loss of Professionalism

AI-driven coaching platforms and apps may make coaching techniques and tools more accessible to individuals without proper training or qualifications - due to low barriers to entry and lack of regulation.

# A.I. Supported Coaching

**Relationship**
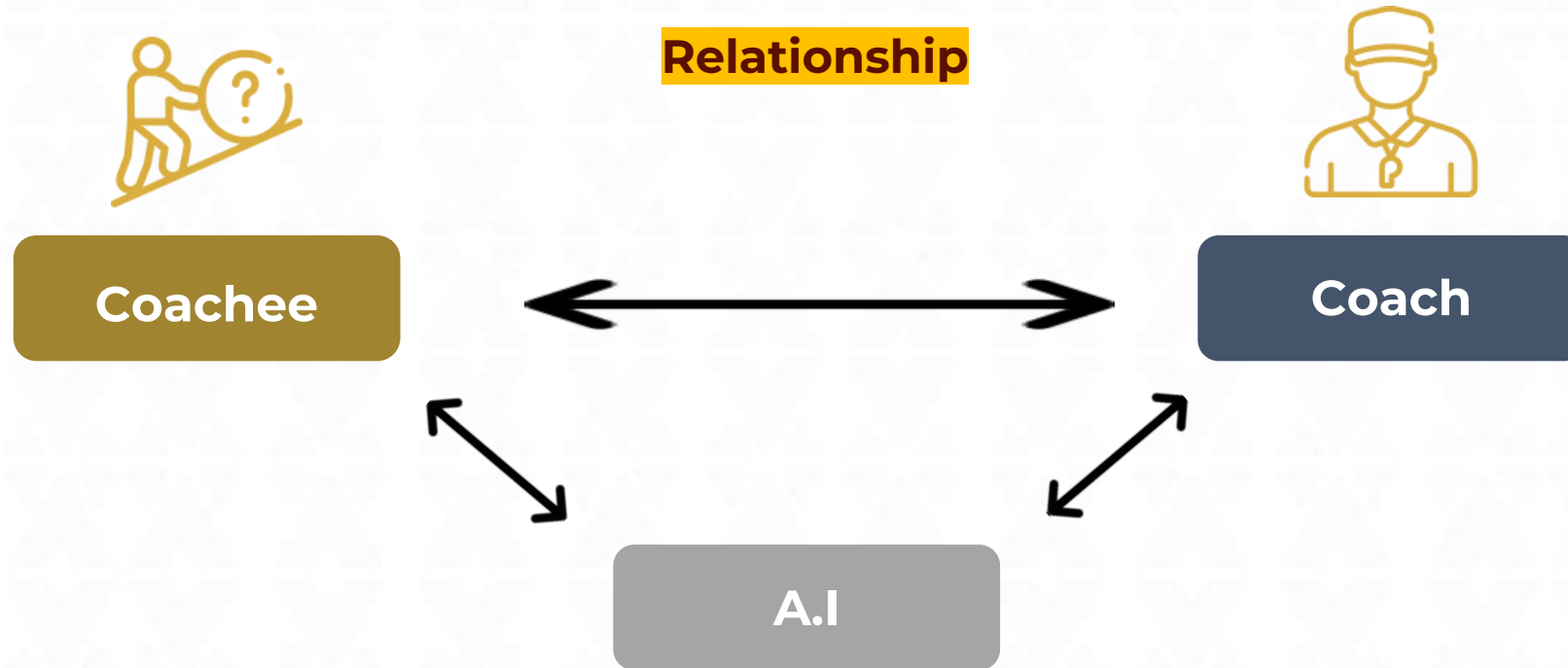
| Coachee | Coach | A.I |
|---------|-------|-----|

**Coach** uses AI to gain insight into coaching needs and provide recommendations to inform the coaching relationship

https://www.aihr.com/blog/ai-based-coaching/

# A.I. Augmented Coaching

**Relationship**

**Coachee**

**Coach**

**A.I**

**Coachees** engage with AI-based tools between formal coaching engagements with a human coach

# AI-as-the-Coach

**Coachee**

**Relationship**

**A.I**

**Artificial Intelligence** is the coach and individuals only engage with AI. There is no or limited interaction with a human coach

# Benefits & Limitations Approaches

| | **Benefits** | **Limitations** |
|---|---|---|
| **AI-supported coaching** | – Improved quality of coaching sessions<br>– Improved effectiveness of the coach | – Limited benefit for Coachee beyond the coaching session<br>– Not scalable |
| **AI-augmented coaching** | – Improved quality of coaching experience<br>– Strong data-driven and evidence-based approach<br>– Continuous coaching in "the nature of work and life"<br>– More scalable than traditional coaching models | – Can be costly and is usually subscription-based<br>– Requires clear role boundaries between the coach, AI, and the coachee<br>– Potential risk of breeding dependency over time |
| **AI-as-the-coach** | – Scalability<br>– Accessibility | – Limited research to demonstrate safe use<br>– No professional oversight<br>– Cannot deal with complex and contextual issues |

# Some Potential AI Tools for Coaches

**DESCRIPT** is an AI-powered editor that automatically transcribes your audio and video recordings so that you can edit them just like text.

**JASPER** generates high-quality content for your website, emails, and marketing materials.

**ChatGPT** Is the backbone of many AI-powered apps today and can perform most, if not all, of the aforementioned tasks.
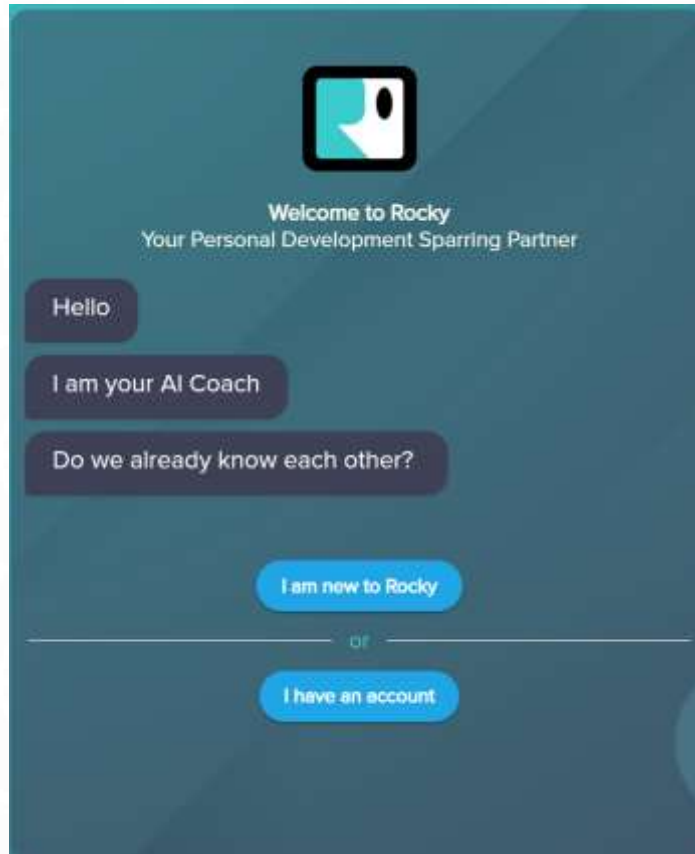
**FIN BY INTERCOM** Built on **GPT-4**, this AI bot can accurately & immediately answer customer questions, reducing support volume and resolution times.

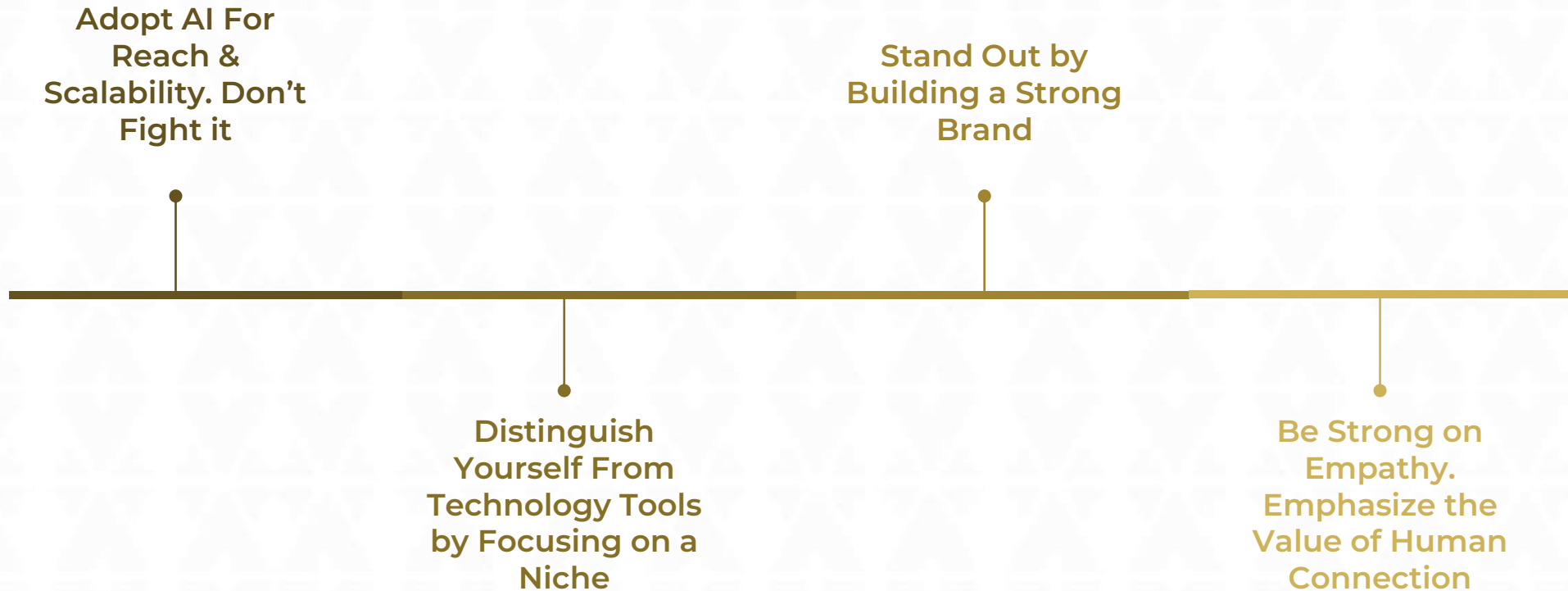**UIZARD** is the AI tool that can turn anyone on your team into a web design virtuoso.

# Demo: Rocky AI Coach



app.rocky.ai/#/signin

# Future Proofing Your Coaching Practice

**Adopt AI For Reach & Scalability. Don't Fight it**

**Stand Out by Building a Strong Brand**

**Distinguish Yourself From Technology Tools by Focusing on a Niche**

**Be Strong on Empathy. Emphasize the Value of Human Connection**

# Conclusion

**AI is fast disrupting industries, and Coaching will not be left out.**

AI tools are increasingly being applied to support, enable, augment, complement and conduct coaching

**Coaches that will remain relevant are those who adapt to the reality of Artificial Intelligence.**

AI should be seen as an opportunity to enhance coaching practices by taking advantage of its pros, while mitigating the cons

**AI can enhance insights into socio-cultural contexts while driving scale for coaches.**

It does this by enabling customized, yet multiple and consistent engagements with less time, effort and personnel costs

# Thank You!

ask@volitioncap.com

volitioncap.com

linkedin.com/in/subomiplumptre/