



AI COACHING:
ENHANCING QUALITY IN COACHING
THROUGH PSYCHOLOGY AND AI

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*Enhancing Wellbeing,
Managing Complexity
and Navigating
Transition through
positive and coaching
psychology*

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AI Coaching: A Definition

AI Coaching

A technology-enhanced systematic process to coach people and help them in defining their goals and building their own strategy and actions to get to them.

Artificial intelligence learns from coaching processes and makes them increasingly adaptable, effective and efficient.

Different from

Online coaching and hybrid coaching, where coaches use communication tools and media to support their work (i.e. chat, videocalls)

Self-coaching, where clients autonomously work on their professional development, through the use of video and self-diagnostic tools

The Starting Question

How to use AI to continuously improve the quality and the effectiveness of the coaching process?

- Better define the coachee's profile and their «coachability» attitude
- Establish an even more customized approach to the coachee
- Enhance the human relationship

Coach & Coachee Partnership

Co-building the Growth Process

How to better refine the coachee's profile going beyond the traditional assessment tools and using AI techniques?



Methodology & Resources

STATE OF THE ART

- Survey, compare and, where possible, demo-test the main existing AI coaching platforms and assessment tools

aggiornare

PROFILING MODEL

- Identify the key dimensions to profile the starting point of the coachee and assess change after coaching activity

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Raccolta di requisiti come materiale di input per fare poi focus group

PROOF OF CONCEPT

- Twofolds standpoint
 - Coachee's profile
 - Recommendations and tools for the coaching activity

Joint team of university students, SCP coaches, digital learning and AI experts



Macro Schedule

STATE OF THE ART



Q4 21 – Q1 22

PROFILING MODEL



Q1 22 – Q2 22

PROOF OF CONCEPT



Q3 22 – Q4 22

Thank You!

