

6th - 10th October 2025, Virtual Conference

# 15th International Congress of Coaching Psychology, 2025

The evolution of coaching  
psychology theory, research  
and practice





## AI RESEARCH STREAM

### **The Reflective Coach and ReflectAI: Evolving Coaching Relationships through Generative AI**

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*Researcher, AI Expert, Research & Innovation Advisor*

# **15<sup>th</sup> International Congress of Coaching Psychology, 2025**

*6<sup>th</sup>-10<sup>th</sup> October 2025*

# Research team



**Maria Rita Fiasco, SCP  
Italy Affiliate Member**

Entrepreneur, Coach, and Founder of Gruppo Pragma (Trieste, Italia). She specializes in digital learning and knowledge management.



**Silvana Dini, FISCP Co-  
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Coaching Psychologist, Coaching Supervisor, Senior Management Consulting



**Angela Di Rienzo, SCP Italy  
Steering Committee  
Member & President Elect**

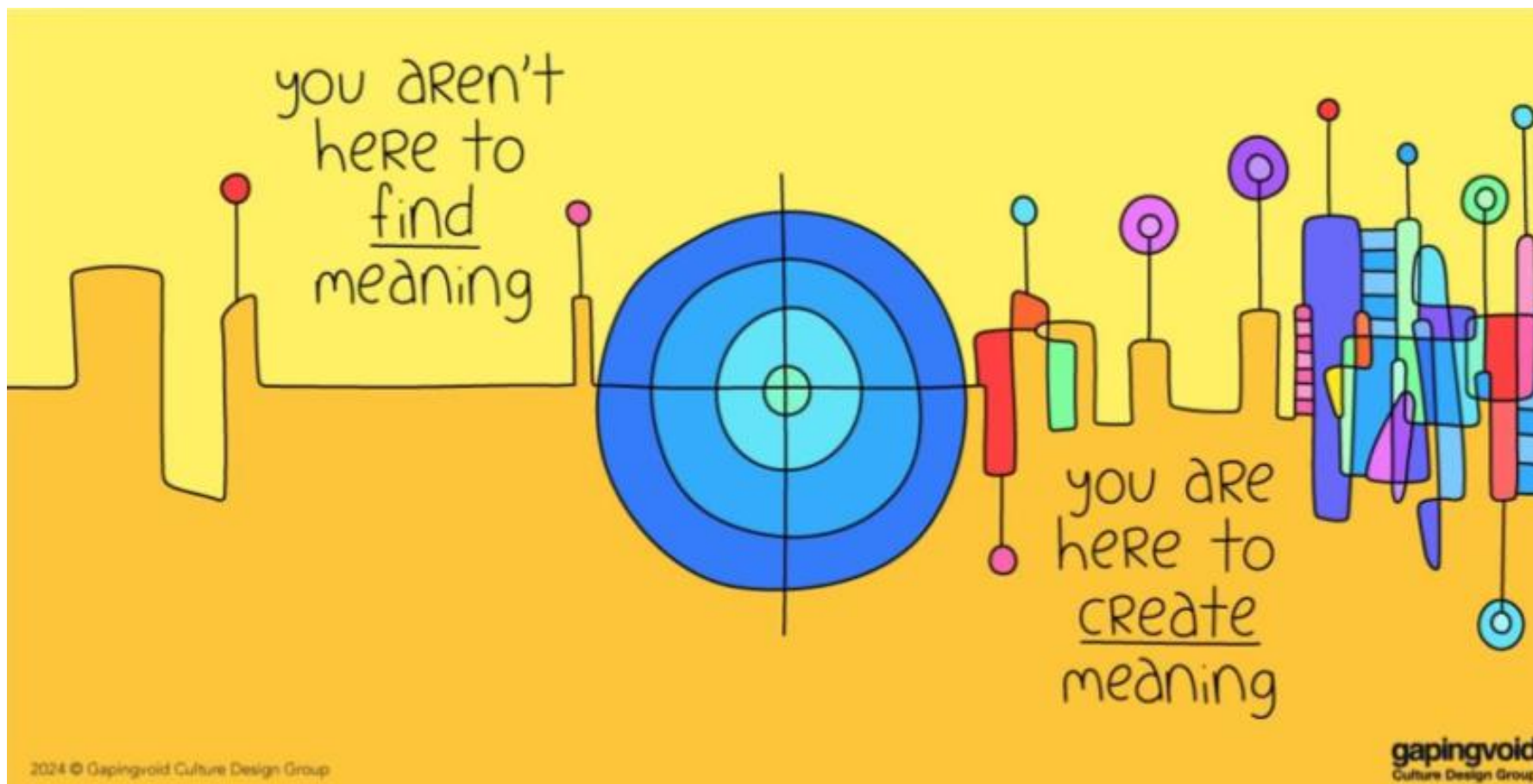
PCC ICF Coach, Team Facilitator and Assessor



**Roberto Gilli, Research  
& Innovation Advisor**

Researcher, AI Expert, and Start-upper. He boasts extensive experience in conversation design and development (text and voice), e-learning, information systems, and innovative applications

## AI is not replacing thinking — it's helping us reclaim it



# Our positioning

**COACHING  
PSYCHOLOGY**

**GEN-AI**



**REFLECTIVE PRACTICE**

For coaches and coachees  
to enhance the quality and  
effectiveness of the  
coaching process

# The legacy of Reflective Practice

**«Reflection transforms experience into learning»**

Donald Schön (1983), *The Reflective Practitioner*

**“The art of lingering in coaching — from restless to restful — gives substance and value to our thoughts and words.”**

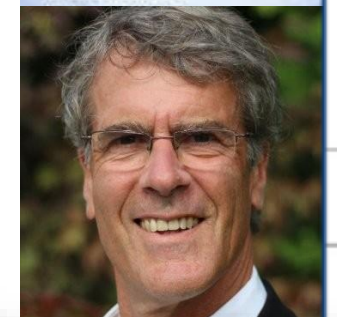
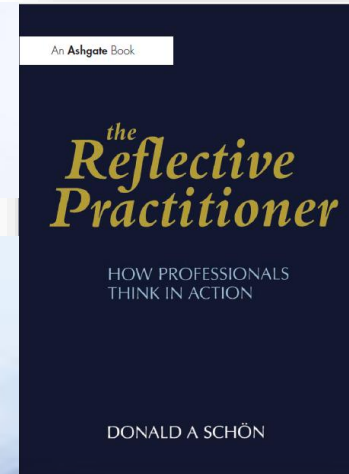
Reinhard Stelter (2018), *The Art of Dialogue in Coaching*

**“The Self of the coach is the main instrument of coaching.”**

Tatiana Bachkirova (2016), *The Self of the Coach*

**“Building reflective capability is essential to qualified professional practice, yet difficult to operationalize.”**

Kovacs & Corrie (2017), *The Coaching Psychologist*



# Reflective Practice has become an act of resistance

- In an era where *thinking feels like a luxury*, reflective practice becomes a form of resistance and care
- The social debate on “*Rest in peace critical thinking – hello collective stupidity*” (2025)\*
- The challenge: how to re-activate reflective and metacognitive habits in professionals overwhelmed by speed and data.

# The core question

How does the coaching relationship evolve when reflective practice is mediated by AI?

Sub-questions:

- What changes in the way coaches and coachees reflect?
- How does the AI-mediated dialogue influence awareness and learning?
- What new ethical and pedagogical questions emerge?

# From our initial question, we have evolved

«How can AI help continuously  
improve the quality and  
effectiveness of the coaching  
process?»



«How can generative AI help activate metacognitive  
processes in the coach to better understand the  
experience in the dimensions of coachee, coaching  
relationship, coach awareness, learning techniques,  
and improve the quality of the coach-coachee  
relationship?»

«How does the relationship itself  
evolve through AI-mediated  
reflection?»



# From CPBot to ReflectAI

## A journey of expansion

2022

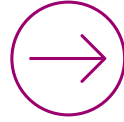


**AI& Coaching Psychology**

**Launch of the Research Stream**

Focus on the first definition of AI Coaching, literature review, and exploration of the reflective practice approach

2023



**Metacognitive AI**

**From Questionnaires to Conversation**

Focus on the use of conversational AI for reflective practice.  
Creation and launch of an AI artifact, CPBot1

2024



**CPBot1for coaches**

**First experiment on Reflective Practice with generative AI**

Focus on Data collection and analysis from the experimentation (Master in Business Coaching Psychology )

2025



**Reflect AI ecosystem**  
Expansion to coachees, supervisors and corporate academies

From metacognition in coaches → to shared reflection with coachees and supervisors.

# ReflectAI ecosystem

where reflective practice becomes both method and research

A living ecosystem linking coaches, coachees, supervisors, and data-driven insight.



*For Coach*



*For Coachee*



*For Coaching Supervisor*



*For Trainer*

Designed within SCP Italy's scientist–practitioner framework,  
it amplifies reflection and supports continuous learning.

# ReflectAI: a cognitive partner not a tool

## Three paradigms for AI in coaching

- **AI-Led** – the machine replaces the coach
- **AI-Enabled** – AI as operational assistant
- **AI as Cognitive Partner** – AI as mirror for thinking and meaning-making. The power of AI is not in doing things for us, but in helping us think better

**ReflectAI works in the third paradigm: a dialogical mirror that amplifies metacognition and meta-emotion.**

# ReflectAI architecture



## Coaching Psychologist

@Coaching\_Psychologist\_Bot

Reflect on what happened in the coaching session.

SEND MESSAGE

- Model: OpenAI, GPT-4.0
- Interface: Telegram (mobile or browser)
- Conversation's data: saved on a Google sheet
- Data analysis: hand made + Claude Sonnet 3.5 by Anthropic



Coaching Psychologist  
bot

Hello! Could you please tell me the coachee name to better personalize our discussion today?



Maria Rita Fiasco  
my coachee's name is Federico



Coaching Psychologist  
Thank you for sharing that. What aspects of today's session do you feel were particularly effective with Federico?



Maria Rita Fiasco  
I was particularly good in keeping my presence although Federico was quite nervous and distracted



Coaching Psychologist  
That's great to hear! How do you think your ability to maintain presence influenced Federico's overall experience and engagement during the session?



Maria Rita Fiasco  
well, it was important as keeping presence and leaving him all the time he needed to get a bit of concentration, being patient when he was talking of everything, though outside the session



Coaching Psychologist  
Your patience and presence clearly provided Federico with the space he needed. How might you use this approach to further support Federico in future sessions?



Maria Rita Fiasco  
I do not really know



Coaching Psychologist  
That's perfectly okay. Sometimes taking a moment to reflect can bring clarity over time. What strategies or approaches did you find less effective today with Federico?



Maria Rita Fiasco  
It took me a lot of time to obtain Federico's attention on the subject and objectives of our session



Coaching Psychologist  
I understand that can be challenging. In hindsight, is there a different approach you think might help capture Federico's attention more effectively in the future?



# Quantitative and qualitative dimensions on reflective practice with ReflectAI

## Quantitative data — what we can measure

- Number and duration of sessions (coaching & metacognition)
- Number of coachees per coach
- Reflective conversations (questions, answers, word count)
- Time dedicated to reflective practice
- Frequency and evolution of meta-sessions

## Qualitative data — what we can read and understand

- Keywords and emerging topics
- Metacognitive and emotional processes activated
- Coachee progress and developmental insights
- Evolutionary trends in language: richness, precision, depth
- Themes, patterns and challenges across sessions
- Evidence of professional growth and learning transfer
- Feedback loops: how reflection informs coaching practice

***From metrics to meaning: connecting evidence and insight***

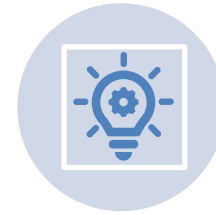
# What ReflectAI teaches us: field experience

Master – Organizational Coaching Psychologist - two editions, 2024 and 2025  
About 70 coaching psychologists in training



## From description to awareness

Coaches evolve from *reporting* what happened to *understanding why* it happened. Reflection shifts from recounting events to analysing meaning and process.

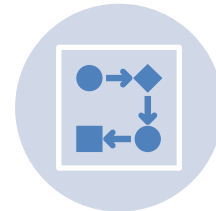


“I was no longer describing the session — I was understanding myself through it.”



## From structure to presence

Early reflections focus on methods and timing; later ones show flexibility, authenticity and trust in the process.



Reflection becomes a space for being, not just for doing.



## From control to trust

Learning to let go — in both coaching and reflection. Coaches discover that true effectiveness arises from trusting the process and the coachee’s potential, not from directing it.



## From cognitive analysis to meta-emotion

ReflectAI fosters emotional literacy: coaches name, process and integrate feelings. Words like *patience*, *flow*, *confidence*, *empathy* multiply across reports. Emotional insight becomes a professional skill.

# What ReflectAI teaches us: field experience

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## From technical mastery to identity awareness

Reflection deepens from technique to *professional self*:



“The question is no longer what I do as a coach, but who I am when I coach.”



## ReflectAI as dialogical mirror

AI dialogue acts as a patient partner — slowing thought, reframing perception, offering language that helps articulate awareness.



“It felt like talking to a mirror that listens without judging.”



## The learning spiral

Reflection-on-action feeds reflection-in-action. Each session informs the next; reflection becomes method *and* research — the essence of the scientist–practitioner approach.



## 8The collective insight

Across all 14 coaches, a shared learning emerges:

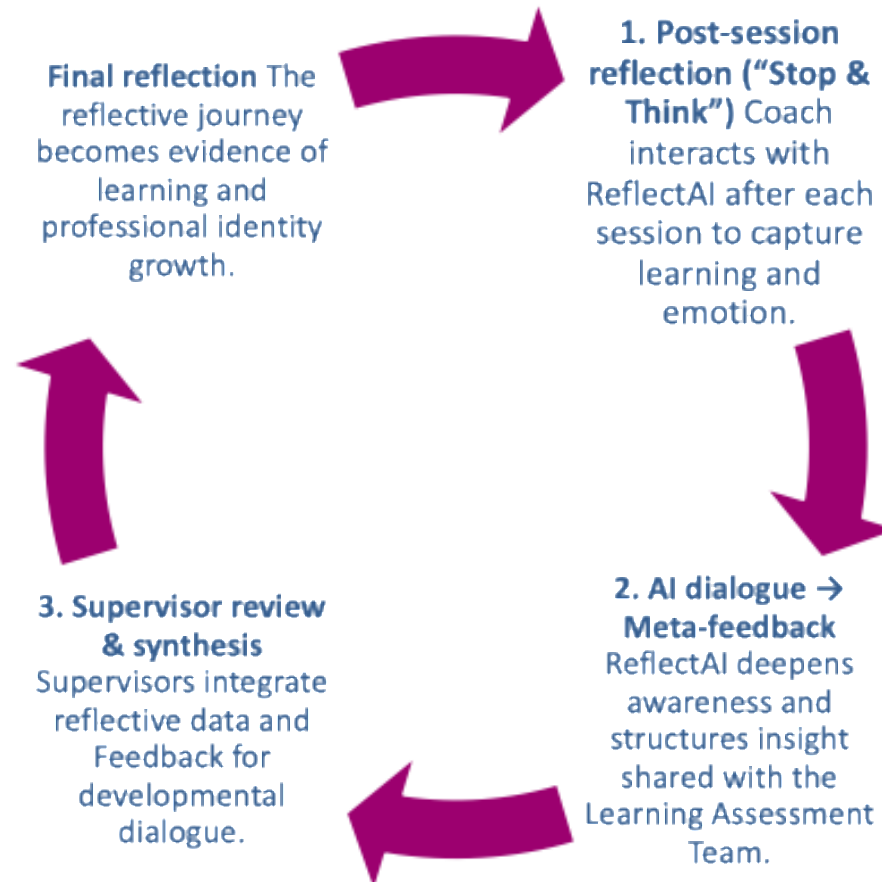
ReflectAI does not replace reflection — it **amplifies** it, connecting cognitive and emotional awareness, and transforming reflection into a continuous act of professional growth.

# The reflective feedback process

*Integration with the Master in Organizational Coaching Psychologist*

## Reflective practice enhanced by AI

ReflectAI supports coaches in connecting reflection, feedback, and competence development across the Learning Assessment Process.



# What we observed

## Qualitative insights from reflective conversations

- **Language precision** ↑ – reflections evolve from descriptive to analytical and intentional; vocabulary becomes richer and more self-aware.
- **Depth of reflection** ↑ – meta-emotional awareness grows (“I felt... I realized...” appears more frequently).
- **Psychological safety** ↑ – ReflectAI’s neutrality fosters openness, honesty, and self-disclosure.
- **Pattern recognition** ↑ – coaches identify recurring assumptions, triggers, and learning loops.
- **Learning agency** ↑ – AI stimulates curiosity and self-challenge, turning reflection into continuous self-directed growth.

“A reflective pause that helps to see experience better — and feel it differently.”

# Pilot 2025 – ReflectAI for Coachees (CPBot2)

## Coach & Coachee: Two mirrors

- A few days after each session, coachees interact with ReflectAI to reinforce learning
- **Early findings:**
  - Improved retention of insights
  - Greater continuity between sessions
  - Emerging themes shared with coaches → richer relational loop

**Reflective practice becomes a shared language between coach and coachee.**

# ReflectAI 2026: towards reflective organizations

## Pilot integration and experimentation in a Corporate Academy

### From individual reflection to organizational learning

- Integration and pilot experimentation ReflectAI into a Corporate Coaching Academy: launched October 25 until March 26
- Mixed teams of professional and internal coaches from different backgrounds and business areas
- Objective: cultivate a culture of reflection and continuous learning
- Expected impact: enhanced self-efficacy, trust, and collective intelligence.

# What we are exploring next

- How does AI-mediated reflection reshape the coaching relationship over time?
- Can we define measurable indicators of reflective depth?
- What cross-cultural patterns emerge in AI-supported reflection

*Join us in expanding the ReflectAI research internationally!*

*Let's co-create an ecosystem where AI amplifies reflection, awareness  
and human growth*

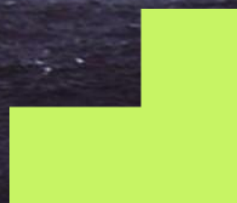
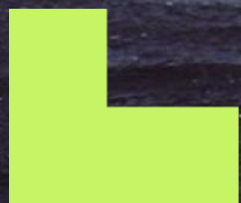
# We Coaches, We Scientist Practitioners

“ «A distinguishing trait of a psychologist practicing Coaching Psychology is the adherence to a scientist-practitioner model, which means combining competent and mindful professional practice with a research-based and "evidence-based" approach to what is applied in practice» ”

<https://www.scpitaly.it/perche-fare-ricerca/>



*The Coaching Psychologist Bot  
at the service of reflective  
practice in coaching  
relationships*



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# Resources

#	Title	Focus	QR IT	QR EN
1	<b>AI as a Reflective Mirror: The Coach's Superpower</b>	<i>It introduces the paradigm of AI as a cognitive partner and the concept of a 'reflective mirror' for the coach's metacognition.</i>		
2	<b>AI and Professional Practice: Benefits, Limitations, and Ethical Recommendations</b>	<i>Analyzes ReflectAI's experience in practice, identifying benefits and limitations, and making ethical recommendations.</i>		
3	<b>Coaching Supervision, Training, and Development in the AI Era</b>	<i>Explores the use of AI in training and development, introducing the figure of the coach as an "AI" manager</i>		
4	<b>From the Skill Set to the Coach's Self: A Paradigm Shift</b>	<i>It shifts the focus from the coach's 'doing' to his 'being', proposing reflexivity as an ethical and professional foundation.</i>		
5	<b>Reflective Practice and Transformative Learning in Adult Learning Theories</b>	<i>It integrates the theories of Knowles, Mezirow, Kolb, and Siemens, connecting AI to transformative and connectivist learning.</i>		

# Q & A

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