

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

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### **Abstract**

In continuity with the previous phases of our research on the integration of generative AI into reflective practice, this year's contribution from SCP Italy to the ISCP AI Research Stream presents the evolution of the ReflectAI project and its implications for the quality of coaching relationships.

Initially developed as the Coaching Psychologist Bot (CPBot1), ReflectAI has since evolved into a broader concept: a family of generative AI applications designed for different professional roles — coaches, supervisors, coachees, and trainers — all sharing a common purpose: training metacognition as a key to continuous learning and growth.

Building on the initial experimentation, this year's research highlights include:

1. Continued adoption within the Master in Business Coaching Psychology, with a larger cohort of trainee coaches using ReflectAI to support structured post-session reflection;
2. An expanding group of professional coaches (approx. 20) who joined the experimentation following the June 2025 public webinar, "Reflective Practice Meets Artificial Intelligence", which also inspired a published article;
3. The piloting of a supervisory version, supporting deeper self-inquiry in supervisory relationships;
4. The launch of a pilot for coachees, supporting post-session awareness and integration of learning;
5. The extension of the experimentation to a Corporate Coaching Academy within a large telecommunications company, thus enabling the involvement of a broader and more diverse group of professional and internal corporate coaches.

These developments enrich our understanding of how AI can support metacognitive reflection and prompt new research questions about how the coaching relationship evolves when AI mediates reflective practice. ReflectAI is not just a tool — it is a cognitive partner that activates critical thinking, linguistic precision, and deep learning from experience. From our ongoing experience, it also challenges coaches to cultivate a growth mindset, encouraging them to move beyond their comfort zones in engaging with technology as a reflective ally.