

The International
Coaching Federation

Artificial Intelligence Coaching Framework and Standards: Questions Stakeholders Should Ask

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1. Introduction

This document is a complementary document to the International Coaching Federation (ICF) Artificial Intelligence (AI) Coaching Framework and Standards and International Coaching Federation (ICF) Artificial Intelligence (AI) Coaching Framework and Standards: Examples.

AI system designers should prioritize linguistic accuracy and cultural appropriateness by involving native speakers or linguists for both content creation and proofreading, ensuring the material is clear and relatable. Additionally, they must confirm that their methods and content have a robust evidence base. On the other hand, organizational buyers and users should critically evaluate how AI coaching fits within their safeguarding policies and identify their expectations from the coaching solution in terms of safety and efficacy. These steps are vital to ensure that the AI coaching systems are not only efficient but also culturally sensitive and aligned with user needs.

1.1 Working Group Members

In April 2021, the International Coaching Federation (ICF) convened a small working group, the Artificial Intelligence Coaching Standards Working Group, with expertise in technology, coaching, and standards development. The working group consisted of:

- Matt Barney ([XLNC](#) and [TruMind.ai](#))
- Joel DiGirolamo ([International Coaching Federation](#))
- David Drake ([The Moment Institute](#))
- Olivier Malafronte ([Université Côte d'Azur](#) and [Rypple.ai](#))
- Harry Novic ([Rocky.ai](#))
- Jonathan Reitz ([FLUXIFY](#))
- Nicky Terblanche ([University of Stellenbosch Business School](#) and [coachvici.com](#))

The working group, and an external expert on professional standard setting finalized these standards in 2024.

2. Questions

2.1 A.1: Foundation: AI Ethics

2.1.1 Element A.1.1: AI Disclosure

Professional Coaches:

Question: “How can I ensure that the AI coaching system clearly discloses its non-human nature to clients, particularly in blended coaching environments where both human and AI coaches are used?”

Coaching Clients:

Question: “As a client, what should I look for to confirm that I am interacting with an AI system and not a human coach, and how does this affect the coaching process?”

Organizations Purchasing Coaching:

Question: “What measures should an organization implement to verify that AI coaching systems are consistently disclosing their non-human status to clients?”

Coaching Supervisors:

Question: “How can coaching supervisors help coaches monitor and evaluate the effectiveness and clarity of AI disclosure to clients in AI coaching sessions?”

Software Developers (Providers):

Question: “What design strategies should be implemented in AI coaching systems to ensure clear and consistent disclosure of their non-human nature in every session?”

Coach Training Organizations:

Question: “How can coach training programs integrate understanding and awareness of AI disclosure requirements into their curriculum for training future coaches?”

2.1.2 Element A.1.2: System Limits

Professional Coaches:

Question: “How can I accurately inform clients about the limitations of AI coaching systems to manage expectations effectively?”

Coaching Clients:

Question: “As a client, how can I recognize and understand the limits of the AI coaching system’s capabilities, and how should this guide my use of the service?”

Organizations Purchasing Coaching:

Question: “What protocols should be established by organizations to ensure AI coaching systems are transparent about their limitations to users?”

Coaching Supervisors:

Question: “In what ways can coaching supervisors help coaches assess and ensure that AI systems are effectively communicating their limitations to clients?”

Software Developers (Providers):

Question: “What strategies should software developers employ to effectively communicate the limitations of AI coaching systems at relevant points during client interactions?”

Coach Training Organizations:

Question: “How should coach training organizations teach future coaches to understand and convey the limitations of AI coaching systems?”

2.1.3 Element A.1.3: Algorithm Transparency

Professional Coaches:

Question: “Am I comfortable enough that the algorithms are transparent and grounded in science enough to recommend them to clients, and explain and their basic functionality?”

Coaching Clients:

Question: “As a client, am I satisfied that the algorithms used in AI coaching applications I might use are sufficiently transparent to trust and effectively engage with the system?”

Organizations Purchasing Coaching:

Question: Am I confident that the algorithms are transparently implementing coaching science in a fair and useful way before we deploy them?

Coaching Supervisors:

Question: “How can coaching supervisors help coaches ensure that the AI coaching applications used are transparent about their algorithms and the science behind them?”

Software Developers (Providers):

Question: “What balance should software developers strike between the scientific and proprietary technical details and understandable explanations when documenting scientific algorithms for AI coaching applications?”

Coach Training Organizations:

Question: “How should coach training organizations incorporate the understanding and use of AI algorithms into their programs to prepare future coaches to make decisions about client use, and correctly explain how and why they can be beneficial?”

2.1.4 Element A.1.4: Action Explainability

Professional Coaches:

Question: “How can I assist clients in understanding the reasons behind specific decisions made by the AI coaching system?”

Coaching Clients:

Question: “As a client, how can I access and interpret the explanations provided by the AI system for its decisions, and how does this affect my ability to achieve my goals?”

Organizations Purchasing Coaching:

Question: “What has the provider done to ensure the AI coaching systems they use provide understandable and accessible explanations for their decisions?”

Coaching Supervisors:

Question: “How can coaching supervisors help coaches verify and facilitate the understanding of the decision-making processes of AI coaching systems?”

Software Developers (Providers):

Question: “What approaches should software developers adopt to make the decision-making processes of AI coaching systems transparent and comprehensible to users and buyers?”

Coach Training Organizations:

Question: “In what ways should coach training programs educate future coaches about the importance of AI being grounded in science and help coaches and clients explain why an AI performed as it did? “

2.1.5 Element A.1.5: Bias

Professional Coaches:

Question: “How can I recognize, understand, and communicate potential biases in AI coaching systems to their clients?”

Coaching Clients:

Question: “As a client, how should I be informed of potential biases in the AI coaching system, and what impact could these biases have on my coaching experience?”

Organizations Purchasing Coaching:

Question: “What steps should organizations take to assess, address and minimize biases in AI coaching systems before and during their use?”

Coaching Supervisors:

Question: “In what ways can coaching supervisors help coaches identify and mitigate the impacts of potential biases in AI coaching systems on clients?”

Software Developers (Providers):

Question: “What methods should software developers use to detect, correct, minimize and communicate any biases in AI coaching systems to ensure honest disclosures and correct use of the system?”

Coach Training Organizations:

Question: “How should coach training programs incorporate training on identifying and addressing AI biases in Providers before recommending to clients?”

2.1.6 Element A.1.6: Data Transparency

Professional Coaches:

Question: “How can I ensure their clients are informed about who has access to their data and where it is stored in the context of AI coaching?”

Coaching Clients:

Question: “As a client, how can I find out where my data is stored and who has access to it when using an AI coaching system?”

Organizations Purchasing Coaching:

Question: “What measures should organizations implement to guarantee transparency regarding data access and storage in AI coaching systems they use?”

Coaching Supervisors:

Question: “How can coaching supervisors oversee and ensure the transparency of data handling in AI coaching systems?”

Software Developers (Providers):

Question: “What strategies should software developers adopt to transparently communicate data storage and access policies to users of AI coaching systems?”

Coach Training Organizations:

Question: “In what ways should coach training programs educate future coaches about the importance of data transparency in AI coaching systems?”

2.1.7 Element A.1.7: Consent to AI Coaching

Professional Coaches:

Question: “What steps should I take to ensure clients are fully aware and consenting to the use of AI coaching, especially in scenarios where human coaches are not involved?”

Coaching Clients:

Question: “As a client, how will I be informed about the AI coaching process and what should I expect in terms of consent before starting sessions?”

Organizations Purchasing Coaching:

Question: “How can organizations ensure that clients are adequately informed and have consented to AI coaching before the commencement of any sessions?”

Coaching Supervisors:

Question: “What role do coaching supervisors play in ensuring that clients have given informed consent to participate in AI coaching sessions?”

Software Developers (Providers):

Question: “How should software developers design AI coaching systems to clearly obtain and record client consent, especially in cases where no human coaches are involved?”

Coach Training Organizations:

Question: “How can coach training organizations prepare future coaches to understand and communicate the importance of client consent in AI coaching?”

2.2 A.2: Foundation: Embodies a Coaching Mindset

2.2.1 Element A.2.1: Coaching Approach

Professional Coaches:

Question: “How can I ensure that the AI coaching system’s approach aligns with the foundational principles of coaching, such as flexibility and a minimally-directive style?”

Coaching Clients:

Question: “As a client, how can I identify and evaluate the openness and flexibility of the AI coaching system’s approach in my coaching experience?”

Organizations Purchasing Coaching:

Question: “Does the AI coaching system adhere to an open and flexible coaching approach that fosters new learning and supports performance?”

Coaching Supervisors:

Question: “In what ways can coaching supervisors help coaches monitor and guide the implementation of an open and flexible coaching approach in AI systems?”

Software Developers (Providers):

Question: “What design principles should software developers prioritize to ensure the AI coaching system adopts a minimally-directive, flexible approach, especially when advanced supports are indicated by science?”

Coach Training Organizations:

Question: “How should coach training organizations prepare future coaches for integrating and working alongside AI systems that follow an open, flexible coaching approach?”

2.3 B.3 Co-Creating the Relationship: Establishes and Maintains Agreements

2.3.1 Element B.3.1: Service Information and Benefits

Professional Coaches:

Question: “How can I help ensure that AI systems adequately inform clients about the nature of services offered and their potential benefits?”

Coaching Clients:

Question: “As a client, what information should I expect to receive from the AI system about its coaching services and the potential benefits before starting the coaching process?”

Organizations Purchasing Coaching:

Question: “What measures should organizations take to verify that AI coaching systems are providing comprehensive service information and clearly outlining potential benefits to clients?”

Coaching Supervisors:

Question: “How can coaching supervisors help coaches oversee the process of AI systems informing clients about their services and benefits, ensuring clarity and comprehensiveness?”

Software Developers (Providers):

Question: “What strategies should software developers use to ensure that AI coaching systems effectively communicate our service offerings, limitations and potential benefits to clients?”

Coach Training Organizations:

Question: “How should coach training organizations prepare future coaches to understand and convey the importance of clear communication about services and benefits in AI coaching?”

2.3.2 Element B.3.2: Client Opt-in for Services

Professional Coaches:

Question: “How can I ensure that clients are giving informed and explicit consent before opting into AI coaching services?”

Coaching Clients:

Question: “As a client, what should I be aware of before providing my consent to participate in AI coaching services?”

Organizations Purchasing Coaching:

Question: “What processes has the Provider implemented to ensure that AI coaching systems are obtaining explicit client consent before beginning coaching services?”

Coaching Supervisors:

Question: “How can coaching supervisors help coaches monitor and verify that AI coaching systems are securing proper client consent before service provision?”

Software Developers (Providers):

Question: “What design and functionality considerations should software developers prioritize to facilitate clear and explicit client opt-in for AI coaching services?”

Coach Training Organizations:

Question: “In what ways can coach training organizations educate future coaches about the importance of securing explicit client consent in AI coaching?”

2.3.3 Element B.3.3: Agreement for New Use Cases

Professional Coaches:

Question: “How can I ensure that the AI system seeks and receives client assent before introducing new use cases during the coaching process?”

Coaching Clients:

Question: “As a client, how will I be informed about new use cases or features in the AI coaching process, and what does giving my assent entail?”

Organizations Purchasing Coaching:

Question: “What procedures should we put in place to ensure that AI coaching systems obtain client assent before introducing new use cases or features?”

Coaching Supervisors:

Question: “How can coaching supervisors help coaches influence the process of seeking and obtaining client assent for new use cases and features in AI coaching systems?”

Software Developers (Providers):

Question: “What design considerations are crucial for software developers to ensure that AI coaching applications require and record client assent for new use cases?”

Coach Training Organizations:

Question: “How should coach training programs incorporate education about the importance of client assent for new use cases in AI coaching?”

2.4 B.4: Co-creating the Relationship: Cultivates Trust and Safety

2.4.1 Element B.4.1: Information on AI Design and Intent

Professional Coaches:

Question: “How can I use information about the AI system’s creators, scientific foundations, ownership, and supporting research to build trust and understanding with clients?”

Coaching Clients:

Question: “As a client, what details should I expect to receive about the AI system’s design, its creators, scientific basis, and ownership to feel confident and informed?”

Organizations Purchasing Coaching:

Question: “What steps should organizations take to ensure the AI coaching systems they use transparently provide information about their design, creators, and scientific foundations?”

Coaching Supervisors:

Question: “How can coaching supervisors facilitate the dissemination of information about the AI system’s design and intent to enhance transparency and trust?”

Software Developers (Providers):

Question: “What approaches should software developers take to transparently communicate the design, intent, and scientific basis of AI coaching systems to users?”

Coach Training Organizations:

Question: “In what ways can coach training programs prepare future coaches to understand and communicate the design and intent behind AI coaching systems?”

2.4.2 Element B.4.2: Inclusive Dialogue and Responsiveness

Professional Coaches:

Question: “How can I ensure that the AI system is facilitating an inclusive and culturally sensitive dialogue, and how can they augment this with their expertise?”

Coaching Clients:

Question: “As a client, what should I expect in terms of the AI system’s capacity for understanding and respecting my cultural background and preferences?”

Organizations Purchasing Coaching:

Question: “How has the Provider ensured the inclusivity, cultural sensitivity, and responsiveness of their AI coaching systems?”

Coaching Supervisors:

Question: “How can coaching supervisors help coaches assess and enhance the AI system’s abilities in fostering inclusive, respectful, and culturally savvy communication?”

Software Developers (Providers):

Question: “What strategies should software developers employ to ensure AI coaching systems are designed for inclusive dialogue and are responsive to diverse client needs and feedback?”

Coach Training Organizations:

Question: “How should coach training organizations prepare future coaches to work with AI systems that support inclusive and culturally sensitive dialogues?”

2.4.3 Element B.4.3: Domain Specificity Information

Professional Coaches:

Question: “How can I guide clients in understanding the domain specificity of the AI system and its implications for their coaching experience?”

Coaching Clients:

Question: “As a client, how can I be informed about the specific domain expertise of the AI system and how this aligns with my coaching needs?”

Organizations Purchasing Coaching:

Question: “What steps should organizations take to ensure that AI coaching systems clearly communicate their domain specificity and utility to clients?”

Coaching Supervisors:

Question: “How can coaching supervisors help coaches ensure that AI coaching systems are transparent about their domain specificity and effectively communicate this to clients?”

Software Developers (Providers):

Question: “How can we clearly define and communicate the domain specificity and utility of our AI coaching systems?”

Coach Training Organizations:

Question: “In what ways should coach training programs prepare future coaches to understand and explain the domain specificity of AI coaching systems to clients?”

2.4.4 Element B.4.4: Access to Human Coach

Professional Coaches:

Question: “How can I integrate our processes with AI systems to ensure clients can easily transition to or incorporate human coaching as needed?”

Coaching Clients:

Question: “As a client, how will I be informed about the option to engage with a human coach, and what are the steps to initiate this interaction?”

Organizations Purchasing Coaching:

Question: “Does the Provider make sure their AI coaching systems facilitate easy access to human coaches, either through scheduling or on-demand services?”

Coaching Supervisors:

Question: “How can coaching supervisors help the coach ensure that the option for clients to access a human coach is clearly communicated and easily executable in AI coaching systems?”

Software Developers (Providers):

Question: “What functionalities should we incorporate into AI systems to enable clients to seamlessly find and connect with a human coach?”

Coach Training Organizations:

Question: “In what ways can coach training programs prepare future coaches for roles where they may be accessed through AI systems as part of a blended coaching approach?”

2.4.5 Element B.4.5: Mental Health Risk Indicators

Professional Coaches:

Question: “How can I be aware of and respond to mental health risk indicators identified by the AI system, and ensure appropriate action is taken?”

Coaching Clients:

Question: “As a client, how will I be informed about the AI system’s limitations in handling mental health issues and the alternative resources for mental health help?”

Organizations Purchasing Coaching:

Question: “What protocols should we have in place to ensure AI coaching systems can identify mental health risk indicators, clearly communicate their limitations to clients and redirect to healthcare professionals where needed?”

Coaching Supervisors:

Question: “How can coaching supervisors help coaches manage ethical use of mental health risks when using in AI coaching systems and ensure ethical and professional referrals?”

Software Developers (Providers):

Question: “What capabilities should be built into AI systems to detect potential mental health risks, communicate their limitations in handling such situations, and refer to healthcare providers when appropriate?”

Coach Training Organizations:

Question: “How should coach training programs prepare coaches to work alongside AI systems that may detect mental health risk indicators, or redirect clients toward medical professionals?”

2.5 B.5: Co-Creating the Relationship: Maintains Presence

2.5.1 Element B.5.1.1: Clear Representation of AI Nature

Professional Coaches:

Question: “How can I ensure that the AI system they use does not mislead clients by overly anthropomorphizing, and maintains clarity about its artificial nature?”

Coaching Clients:

Question: “As a client, how can I be certain of the non-human status of the AI coaching system throughout my interactions with it?”

Organizations Purchasing Coaching:

Question: “What measures should we put in place to ensure AI coaching systems are not deceptive in their presentation and clearly identify themselves as AI-driven?”

Coaching Supervisors:

Question: “How can coaching supervisors help coaches ensure that AI coaching applications maintain an appropriate balance in tone and presentation to avoid client discomfort or deception?”

Software Developers (Providers):

Question: “What design principles should we implement to ensure AI coaching systems explicitly and periodically remind users of their artificial nature?”

Coach Training Organizations:

Question: “How should we educate future coaches about the importance of transparency in AI coaching systems regarding their artificial nature?”

2.5.2 Element B.5.1.2: Tone and Presentation

Professional Coaches:

Question: “How can I contribute to and reinforce the professional and straightforward tone of AI coaching systems in their interactions with clients?”

Coaching Clients:

Question: “As a client, what should I expect from the tone and presentation of the AI coaching system, and how can I provide feedback if it does not meet my expectations?”

Organizations Purchasing Coaching:

Question: “What standards should we set for the tone and presentation of AI coaching systems to ensure they are professional and not misleadingly human-like?”

Coaching Supervisors:

Question: “How can coaching supervisors help coaches monitor and guide the ongoing evaluation and adjustment of the AI system’s tone and presentation based on client feedback?”

Software Developers (Providers):

Question: “What design strategies should we use to create a professional tone (e.g. Ontologies, Personas) in AI coaching systems and to incorporate client feedback mechanisms?”

Coach Training Organizations:

Question: “How should we educate future coaches about the significance of tone and presentation in AI coaching systems and the role of client feedback in shaping them?”

2.5.3 Element B.5.2: Client Input Review and Modification

Professional Coaches:

Question: “How can I guide clients in effectively reviewing and modifying their inputs in the AI system to enhance their coaching experience?”

Coaching Clients:

Question: “As a client, how can I access and alter my inputs in the AI coaching system, and how does this capability affect my overall coaching journey?”

Organizations Purchasing Coaching:

Question: “What features should we ensure are present in AI coaching systems to allow clients the autonomy to review and change their inputs?”

Coaching Supervisors:

Question: “How can I help coaches ensure that clients are aware of and can easily use the functionality to review and modify their inputs in AI coaching systems?”

Software Developers (Providers):

Question: “What design elements should we incorporate to enable clients to easily review and modify their inputs in AI coaching systems?”

Coach Training Organizations:

Question: “How should we prepare future coaches to assist clients in understanding and using the input review and modification features of AI coaching systems?”

2.5.4 Element B.5.3: Emotional State Assessments and Responses

Professional Coaches:

Question: “How can I interpret and utilize the AI system’s assessments of clients’ emotional states to enhance the effectiveness of coaching sessions (where allowed by law)?”

Coaching Clients:

Question: “As a client, how will the AI system assess my emotional state, and what should I expect in terms of its responses and support?”

Organizations Purchasing Coaching:

Question: “What measures should we implement to ensure that AI coaching systems can accurately assess and respond to clients’ emotional states in jurisdictions where it is lawful?”

Coaching Supervisors:

Question: “How can I help coaches evaluate the effectiveness of AI systems in assessing and responding to clients’ emotional states?”

Software Developers (Providers):

Question: “What technologies and methodologies should we incorporate into AI systems to enable accurate emotional state assessments and appropriate responses?”

Coach Training Organizations:

Question: “How should we prepare future coaches to work alongside AI systems that assess and respond to clients’ emotional states, particularly in the context of the Vygotsky zone of proximal development?”

2.6 C.6 Communicating Effectively: Listens Actively

2.6.1 Element C.6.1: Responsive Interaction Based on Client Input

Professional Coaches:

Question: “How can I ensure that the AI system adapts its coaching style based on a client’s previous inputs to demonstrate active listening and personalized coaching?”

Coaching Clients:

Question: “As a client, how will the AI system show that it’s actively listening and adapting to my previous inputs during our interactions?”

Organizations Purchasing Coaching:

Question: “What steps (if any) should we take to verify that AI coaching systems are effectively adapting their responses based on clients’ past interactions?”

Coaching Supervisors:

Question: “How can I help coaches to evaluate and leverage the AI system’s ability to adapt its responses according to the client’s historical inputs?”

Software Developers (Providers):

Question: “What features and functionalities should we integrate into AI coaching systems to ensure they adapt their interactions based on prior client inputs and their evolving Vygotsky zone?”

Coach Training Organizations:

Question: “How should we prepare future coaches to work with AI systems that dynamically adjust coaching strategies based on clients’ previous interactions?”

2.6.2 Element C.6.2: Explanatory Information for Questions

Professional Coaches:

Question: “How can I ensure that the AI coaching system provides sufficient explanatory information for the questions it asks, aiding in client understanding and engagement?”

Coaching Clients:

Question: “As a client, how will I be provided with context and understanding for any questions asked by the AI coaching system?”

Organizations Purchasing Coaching:

Question: “What criteria should we establish to ensure the AI coaching systems offer explanatory information for their questions, enhancing clarity and value for clients?”

Coaching Supervisors:

Question: “How can I help coaches assess the effectiveness of AI systems in providing clear, contextual explanations for the questions they pose to clients?”

Software Developers (Providers):

Question: “What strategies should we implement in AI coaching systems to ensure that questions are accompanied by explanatory information and, when advanced, linked to additional developmental resources?”

Coach Training Organizations:

Question: “How should we prepare future coaches to integrate and leverage AI systems that provide explanatory information for their questions and reference advanced developmental resources?”

2.6.3 Element C.6.3: Regular Feedback to Client

Professional Coaches:

Question: “How can I ensure that the AI system provides clients with regular, constructive feedback that is aligned with their coaching goals?”

Coaching Clients:

Question: “As a client, what kind of regular feedback should I expect from the AI coaching system, and how will it support my development?”

Organizations Purchasing Coaching:

Question: “What features should we look for in AI coaching systems to ensure they provide clients with regular, meaningful feedback, motivational praise, and measurements of progress?”

Coaching Supervisors:

Question: “How can I help coaches monitor and enhance the effectiveness of regular feedback provided by AI coaching systems to clients, ensuring it is accurate and motivating?”

Software Developers (Providers):

Question: “What methodologies should we employ to develop AI systems that provide not only regular feedback but also proactive, motivating praise and measurements that help the client’s realize goals in the timeframe sought?”

Coach Training Organizations:

Question: “How should we prepare future coaches to integrate AI systems capable of providing regular, goal-oriented feedback and positive reinforcement to clients?”

2.7 C.7: Communicating Effectively: Evokes Awareness

2.7.1 Element C.7.1: Use of Diverse Questioning Techniques

Professional Coaches:

Question: “How can I ensure that the AI system effectively uses a mix of questioning techniques, such as open and closed questions, metaphors, and analogies, to enhance client self-awareness and insight?”

Coaching Clients:

Question: “As a client, how will the AI system’s use of various questioning techniques, including metaphors and analogies, aid in my self-reflection and learning process?”

Organizations Purchasing Coaching:

Question: “Are the AI systems we are considering equipped to dynamically adjust their questioning techniques according to each client’s unique needs and developmental zone?”

Coaching Supervisors:

Question: “How can I help coaches assess potential AI systems for their use of diverse questioning techniques to facilitate deeper client self-awareness and insight?”

Software Developers (Providers):

Question: “What strategies should we implement in AI systems to dynamically tailor questioning techniques to each client’s evolving Vygotsky zone for optimal coaching support?”

Coach Training Organizations:

Question: “How should we prepare future coaches to leverage AI systems that use a variety of questioning techniques to evoke client self-awareness and learning?”

2.7.2 Element C.7.2: Strategic Use of Metaphor, Silence, and Analogy

Professional Coaches:

Question: “How can I ensure that the AI system uses metaphors, silence, and analogies strategically to enhance the depth and effectiveness of coaching conversations?”

Coaching Clients:

Question: “As a client, how will the strategic use of metaphor, silence, and analogy by the AI system contribute to my insight and understanding during coaching sessions?”

Organizations Purchasing Coaching:

Question: “What features should we look for in AI coaching systems to ensure they can effectively use metaphor, silence, and analogy, and offer customization options?”

Coaching Supervisors:

Question: “How can I guide and assess the AI system’s use of metaphor, silence, and analogy in coaching interactions for enhanced client insight?”

Software Developers (Providers):

Question: “What approaches should we take to enable AI coaching systems to use metaphor, silence, and analogy effectively, and to allow user customization of the system’s ontology and persona?”

Coach Training Organizations:

Question: “How should we prepare future coaches to work with AI systems that strategically use metaphor, silence, and analogy, and understand the significance of customization in these areas?”

2.7.3 Element C.7.3: Directive and Nondirective Interaction Balance

Professional Coaches:

Question: “How can I ensure that the AI system tailors a balance between directive and nondirective interactions to suit the client’s needs during coaching sessions?”

Coaching Clients:

Question: “As a client, how will I experience the balance of directive and nondirective interactions in the AI coaching system, and how does this support my coaching journey?”

Organizations Purchasing Coaching:

Question: “What criteria should we use to evaluate whether AI coaching systems appropriately balance directive and nondirective interactions for effective client coaching?”

Coaching Supervisors:

Question: “How can I help coaches assess the AI system’s ability to balance directive and nondirective interactions in a way that optimizes client growth and learning?”

Software Developers (Providers):

Question: “What features should we integrate into AI coaching systems to ensure a balanced approach between directive and nondirective interactions tailored to the unique stage and step of the user’s development (Vygotsky Zone)?”

Coach Training Organizations:

Question: “How should we prepare future coaches to understand and work with AI systems that balance directive and nondirective coaching approaches that adjust to the client’s Vygotsky Zone?”

2.7.4 Element C.7.4: Offering Alternative Perspectives

Professional Coaches:

Question: “How can I ensure that the AI system effectively offers alternative perspectives to clients, contributing to a broader understanding and enhanced self-awareness?”

Coaching Clients:

Question: “As a client, how will the AI system present me with different viewpoints, and how can this aid in expanding my perspective?”

Organizations Purchasing Coaching:

Question: "What features should we look for in AI coaching systems to ensure they are capable of providing clients with alternative perspectives?"

Coaching Supervisors:

Question: "How can I help coaches evaluate an AI system's ability to offer alternative perspectives to clients and its impact on their coaching experience?"

Software Developers (Providers):

Question: "What design considerations should we prioritize to enable AI coaching systems to present alternative perspectives effectively to clients?"

Coach Training Organizations:

Question: "How should we prepare future coaches to leverage AI systems that can offer clients alternative perspectives, enhancing the coaching process?"

2.8 D.8 Cultivating Learning and Growth: Facilitates Client Growth

2.8.1 Element D.8.1: Goal Setting and Progress Monitoring

Professional Coaches:

Question: "How can I use the AI system's goal setting and progress tracking features to enhance my clients' sense of achievement and direction in their coaching journey?"

Coaching Clients:

Question: "As a client, how will the AI system help me in setting clear goals and tracking my progress, and what advanced features can I expect for a more tailored experience?"

Organizations Purchasing Coaching:

Question: "What functionalities should we ensure are present in AI coaching systems for effective goal setting and progress monitoring, including aggregated dashboards for predictive insights across the organization?"

Coaching Supervisors:

Question: "How can I help coaches utilize AI systems for client goal setting and progress monitoring to maximize client growth and achievement?"

Software Developers (Providers):

Question: "What advanced features should we incorporate into AI coaching systems to provide clients and buyers with predictive insights and adaptive recommendations for goal setting and progress tracking, including organization or team-level dashboards?"

Coach Training Organizations:

Question: "How should we prepare future coaches to integrate and utilize AI systems that support clients in goal setting and progress monitoring, including the use of advanced tracking features?"

2.8.2 Element D.8.2: Contextual Understanding through Client Sharing

Professional Coaches:

Question: “How can I ensure that the AI coaching system effectively gathers and understands client information to provide contextually relevant coaching?”

Coaching Clients:

Question: “As a client, how will the AI system facilitate my sharing of personal insights, and how will it use this information to enhance my coaching experience?”

Organizations Purchasing Coaching:

Question: “What should we consider in AI coaching systems to ensure they have the capability to comprehend and use client-shared information for contextual coaching?”

Coaching Supervisors:

Question: “How can I assess the AI system’s ability to gather and interpret client information for a deeper understanding of their unique context?”

Software Developers (Providers):

Question: “What advancements in AI should we integrate to deepen the AI system’s understanding of client contexts from shared information?”

Coach Training Organizations:

Question: “How should we prepare future coaches to work with AI systems that utilize client insights for contextual understanding and personalized coaching?”

2.8.3 Element D.8.3: Exploration of Adjusted or Alternative Goals

Professional Coaches:

Question: “How can I support clients using the AI system to explore and redefine their goals as they make developmental progress?”

Coaching Clients:

Question: “As a client, how can I use the AI system to reassess and set new goals, and what kind of intelligent suggestions might it offer based on my progress and changing preferences?”

Organizations Purchasing Coaching:

Question: “What capabilities should we look for in AI coaching systems to ensure they support clients in exploring and setting adjusted or alternative goals, as the client’s “Goldilocks Zone” changes?”

Coaching Supervisors:

Question: “How can I help coaches to help clients use AI systems for the exploration and adjustment of their goals, taking into account their evolving needs and achievements?”

Software Developers (Providers):

Question: “What features should we develop in AI coaching systems to suggest personalized alternative goals based on clients’ evolving preferences and improving Vygotsky zone?”

Coach Training Organizations:

Question: “How should we prepare future coaches to assist clients in using AI systems for the dynamic exploration and adjustment of their coaching goals?”

2.8.4 Element D.8.4: Validation of Goals

Professional Coaches:

Question: “How can I leverage the AI system’s capabilities to make sure the client’s goals are optimal (challenging but achievable)?”

Coaching Clients:

Question: “As a client, how will the AI system help me assess the level of challenge and feasibility of my goals, and what kind of advanced measurements can I expect?”

Organizations Purchasing Coaching:

Question: “What should we ensure in terms of the AI system’s ability to align coaching engagements goals with business objectives, including making sure the difficulty and attainability are optimal?”

Coaching Supervisors:

Question: “How can I help coaches in using AI systems to critically assess and validate client goals, ensuring they are realistic and well-structured?”

Software Developers (Providers):

Question: “What advanced measurement features should we integrate into AI coaching systems for an in-depth assessment, monitoring and forecasting of client goal attainability and challenge levels at the engagement, team and/or organizational levels of analysis?”

Coach Training Organizations:

Question: “How should we prepare future coaches to work with AI systems that offer comprehensive goal validation and feasibility assessments?”

2.8.5 Element D.8.5: Problem Clarification

Professional Coaches:

Question: “How can I ensure that the AI system is effectively assisting clients in clarifying their challenges, and how can I use AI to augment this process with my coaching skills?”

Coaching Clients:

Question: “As a client, how will the AI system help me in defining and understanding my challenges, and what advanced diagnostic tools might it use?”

Organizations Purchasing Coaching:

Question: “What functionalities should we look for in AI coaching systems to ensure they not only clarify but also prioritize client problems based on their “Goldilocks Zone”, impact and urgency?”

Coaching Supervisors:

Question: “How can I guide coaches in utilizing AI systems that help clients clarify and prioritize their challenges effectively?”

Software Developers (Providers):

Question: “What advanced diagnostic features should we develop in AI coaching systems for thorough problem clarification and prioritization for clients specific Vygotsky zone?”

Coach Training Organizations:

Question: “How should we prepare future coaches to integrate AI systems capable of assisting in problem clarification and prioritization in their coaching practices?”

2.8.6 Element D.8.6: Generation of Alternative Solutions

Professional Coaches:

Question: “How can I support the AI system in fostering clients’ creative thinking and generation of diverse solutions to their challenges?”

Coaching Clients:

Question: “As a client, how will the AI system assist me in creating various solutions to my challenges, and what kind of problem-solving frameworks might it use?”

Organizations Purchasing Coaching:

Question: “What capabilities should we ensure in AI coaching systems we buy to facilitate the generation of creative and diverse solutions by clients?”

Coaching Supervisors:

Question: “How can I guide coaches in leveraging AI systems that help clients generate and evaluate multiple solutions to their problems?”

Software Developers (Providers):

Question: “What creative problem-solving frameworks should we integrate into AI coaching systems to enhance the generation of alternative solutions by clients?”

Coach Training Organizations:

Question: “How should we prepare future coaches to utilize AI systems that aid clients in the creative generation of diverse solutions?”

2.8.7 Element D.8.7: Consideration of Solution Consequences

Professional Coaches:

Question: “How can I ensure that the AI system effectively prompts clients to consider the consequences of their proposed solutions, and how can I supplement this with my own insights?”

Coaching Clients:

Question: “As a client, how will the AI system help me understand the potential outcomes of the solutions I choose?”

Organizations Purchasing Coaching:

Question: “What should we look for in AI coaching systems to ensure they encourage clients to think about the consequences of their solutions, including providing sophisticated outcome analyses?”

Coaching Supervisors:

Question: “How can I guide coaches in utilizing AI systems that aid clients in contemplating the potential impacts of their chosen solutions?”

Software Developers (Providers):

Question: “What features should we develop in AI coaching systems to provide in-depth analysis of the potential outcomes, including probabilistic and long-term impacts, of client solutions?”

Coach Training Organizations:

Question: “How should we prepare future coaches to work with AI systems that assist clients in considering the consequences of their solutions, including advanced outcome analyses?”

2.9 D.9 Cultivating Learning and Growth: Reinforces Client Growth

2.9.1 Element D.9.1: Self-Assessment and Growth Tracking

Professional Coaches:

Question: “How can I use the AI system’s self-assessment and growth tracking features to support clients in recognizing their progress and areas for further development?”

Coaching Clients:

Question: “As a client, how can I utilize the AI system’s capabilities for self-assessment and tracking my growth, and what advanced analytics might be available to me for deeper insights?”

Organizations Purchasing Coaching:

Question: “What should we consider when evaluating AI coaching systems for their ability to provide clients with effective self-assessment tools and growth tracking, including unobtrusive analytics?”

Coaching Supervisors:

Question: “How can I guide coaches in leveraging AI systems for facilitating client self-assessment and growth tracking, ensuring comprehensive and insightful development tracking?”

Software Developers (Providers):

Question: “What features should we integrate into AI coaching systems to enable thorough self-assessment and growth tracking for clients, including advanced unobtrusive analytics?”

Coach Training Organizations:

Question: “How should we prepare future coaches to utilize AI systems that provide clients with self-assessment tools and growth tracking, enhancing their coaching effectiveness?”

2.9.2 Element D.9.2: Goal Commitment Notification

Professional Coaches:

Question: “How can I reinforce the AI system’s reminders to clients about their commitments during goal setting, and provide additional motivation and strategies to maintain their focus?”

Coaching Clients:

Question: “As a client, how will the AI system remind me of my commitments when setting goals, and what kind of personalized motivational messages might I receive?”

Organizations Purchasing Coaching:

Question: “What capabilities should we look for in AI coaching systems to ensure they effectively remind clients of their goal commitments and offer motivational support?”

Coaching Supervisors:

Question: “How can I help coaches ensure that AI systems are effectively notifying clients of their accountability and providing motivational strategies during goal setting?”

Software Developers (Providers):

Question: “What features should we develop in AI coaching systems to effectively remind clients of their commitments and provide personalized motivational support?”

Coach Training Organizations:

Question: “How should we prepare future coaches to work with AI systems that notify clients of their goal commitments and offer motivational strategies?”

2.9.3 Element D.9.3: Regular Practice Reminders

Professional Coaches:

Question: “How can I utilize the AI system’s regular practice reminders to supplement my coaching, ensuring clients stay engaged and apply what they’ve learned between sessions?”

Coaching Clients:

Question: “As a client, what kind of regular reminders will I receive from the AI system to encourage my ongoing practice and reflection, and how will these be tailored to my progress?”

Organizations Purchasing Coaching:

Question: “What features should we ensure are present in AI coaching systems for providing regular, customized practice reminders to clients, based on their individual progress and preferences?”

Coaching Supervisors:

Question: “How can I help coaches ensure that AI systems are effectively providing regular and personalized reminders to clients to reinforce their learning and practice?”

Software Developers (Providers):

Question: “What strategies should we implement to develop AI systems that offer customized reminders to clients, aligning with their progress and coaching needs?”

Coach Training Organizations:

Question: “How should we prepare future coaches to work with AI systems that provide regular, personalized practice reminders to enhance client development?”

2.9.4 Element D.9.4: Insight to Action Prompting

Professional Coaches:

Question: “How can I support the AI system’s prompts to clients to turn their insights into practical actions, and provide additional guidance as needed?”

Coaching Clients:

Question: “As a client, how will the AI system help me translate my insights into actionable steps, and what kind of intelligent suggestions might I expect?”

Organizations Purchasing Coaching:

Question: “What capabilities should we look for in AI coaching systems to ensure they effectively encourage clients to act on their insights, including offering tailored, actionable steps?”

Coaching Supervisors:

Question: “How can I help coaches guide coaches in ensuring AI systems are effectively prompting clients to convert insights into practical actions and offering intelligent, personalized suggestions?”

Software Developers (Providers):

Question: “What features should we integrate into AI coaching systems to assist clients in identifying specific, actionable steps based on their unique insights and proficiency levels?”

Coach Training Organizations:

Question: “How should we prepare future coaches to work with AI systems that prompt clients to turn insights into actions and provide tailored, intelligent action suggestions?”

2.9.5 Element D.9.5: Recognition of Client Progress

Professional Coaches:

Question: “How can I complement the AI system’s features to acknowledge and celebrate clients’ progress and milestones in a way that feels personalized and encouraging?”

Coaching Clients:

Question: “As a client, what kind of recognition and celebration can I expect from the AI system when I achieve milestones, and how will it be personalized to my journey?”

Organizations Purchasing Coaching:

Question: “What should we look for in AI coaching systems to ensure they have an advanced recognition system that appropriately and engagingly celebrates client milestones?”

Coaching Supervisors:

Question: “How can I help coaches ensure that AI systems effectively recognize and celebrate clients’ progress in a manner that boosts their motivation and commitment to their goals?”

Software Developers (Providers):

Question: “What functionalities should we develop in AI coaching systems to create an advanced, personalized system for celebrating client milestones and progress?”

Coach Training Organizations:

Question: “How should we prepare future coaches to leverage AI systems that recognize and celebrate client progress in a personalized and meaningful way?”

2.9.6 Element D.9.6: Evaluation of Client Achievements

Professional Coaches:

Question: “How can I utilize the AI system’s measurements of client achievements to provide more in-depth feedback and guidance for their continued growth?”

Coaching Clients:

Question: “As a client, how will the AI system assess my achievements, and what kind of in-depth analysis and feedback can I expect for my progress?”

Organizations Purchasing Coaching:

Question: “What functionalities should we ensure are included in AI coaching systems for comprehensive measurement, evaluation and feedback on client achievements?”

Coaching Supervisors:

Question: “How can I help coaches oversee and enhance the AI system’s capability to provide detailed assessments, evaluation and feedback on clients’ achievements?”

Software Developers (Providers):

Question: “What features should we develop in AI coaching systems to enable a comprehensive measurement, evaluation and feedback system for client achievements?”

Coach Training Organizations:

Question: “How should we prepare future coaches to effectively use AI systems that offer detailed measurement, evaluations and feedback on client achievements?”

2.10 E.10 Assurance and Testing: Coaching Reliability Measures

2.10.1 Element E.10.1: Client Feedback Collection on System Efficacy

Professional Coaches:

Question: “How can I encourage clients to provide qualitative and quantitative feedback on the AI system’s efficacy and contribute to the system’s improvement and effectiveness?”

Coaching Clients:

Question: “As a client, how will I be involved in providing feedback on the system’s efficacy, and what kind of comprehensive measurement tools might be used?”

Organizations Purchasing Coaching:

Question: “What strategies should we implement to systematically collect and analyze client feedback on the AI system’s efficacy, including regular surveys and interactive feedback mechanisms?”

Coaching Supervisors:

Question: “How can I help coaches facilitate the collection of in-depth client feedback on the AI system’s efficacy and ensure this feedback is used to enhance the system’s performance?”

Software Developers (Providers):

Question: “What methodologies should we use to develop comprehensive feedback collection systems for evaluating the AI system’s efficacy from the client’s perspective?”

Coach Training Organizations:

Question: “How should we prepare future coaches to understand the importance of client feedback in assessing and improving the efficacy of AI coaching systems?”

2.10.2 Element E.10.2: Validation of System Capabilities

Professional Coaches:

Question: “How can I stay informed about the formal studies validating the AI system’s capabilities and ensure that I am accurately representing these to clients?”

Coaching Clients:

Question: “As a client, how can I be assured that the functionalities and benefits claimed by the AI system are backed by trustworthy studies?”

Organizations Purchasing Coaching:

Question: “What measures should we take to verify that the AI coaching system’s capabilities are validated through rigorous studies and truly reflect what is claimed?”

Coaching Supervisors:

Question: “How can I guide coaches in understanding and communicating the validated capabilities of the AI system to clients, based on formal studies?”

Software Developers (Providers):

Question: “What processes, and research designs should we implement to conduct extensive validation studies for the AI system’s capabilities, ensuring they are reliable and accurately represented (e.g. Experiments or Quasi-Experiments)?”

Coach Training Organizations:

Question: “How should we prepare future coaches to critically assess and understand the validated capabilities of AI coaching systems, particularly those involving diverse client groups?”

2.10.3 Element E.10.3: Accuracy and Bias Monitoring

Professional Coaches:

Question: “How can I keep track of and understand the AI system’s ongoing assessments of its accuracy and bias, to ensure the highest quality of coaching for my clients?”

Coaching Clients:

Question: “As a client, how can I be informed about the AI system’s accuracy and any biases in its application, and how are these being monitored and addressed?”

Organizations Purchasing Coaching:

Question: “What mechanisms should we have in place to ensure that the AI coaching system continuously monitors and addresses its accuracy and potential biases?”

Coaching Supervisors:

Question: “How can I oversee the AI system’s performance in terms of accuracy and bias, and ensure that any issues are promptly addressed?”

Software Developers (Providers):

Question: “What advanced analytical tools should we implement to continuously assess and minimize biases in the AI system, ensuring precision and fairness?”

Coach Training Organizations:

Question: “How should we educate future coaches about the importance of monitoring accuracy and bias in AI coaching systems and the tools used for these assessments?”

2.10.4 Element E.10.4: System Testing with Diverse Clients

Professional Coaches:

Question: “How can I contribute to the testing process of the AI system with diverse clients, ensuring its applicability and reliability across different demographics?”

Coaching Clients:

Question: “As a client, how can I be sure that the AI system has been thoroughly tested with a diverse group to ensure it meets a wide range of needs and contexts?”

Organizations Purchasing Coaching:

Question: “What criteria should we use to assess the comprehensiveness of the AI system’s testing process, especially regarding its diversity and the scale of client involvement?”

Coaching Supervisors:

Question: “How can I oversee the effectiveness of the AI system’s testing with diverse clients and ensure the feedback from these tests is integrated into system improvements?”

Software Developers (Providers):

Question: “What strategies should we adopt to conduct extensive and diverse client testing to validate the system’s reliability across different groups and contexts?”

Coach Training Organizations:

Question: “How should we prepare future coaches to understand the significance of diverse client testing in AI systems and its impact on coaching efficacy?”

2.10.5 Element E.10.5: Training Data Monitoring and Quality Tests

Professional Coaches:

Question: “How can I stay informed about the quality and relevance of the training data used by the AI system, to ensure the integrity and effectiveness of the coaching it provides?”

Coaching Clients:

Question: “As a client, how can I be assured that the AI system is continuously updated and checked for the quality and relevance of its training data?”

Organizations Purchasing Coaching:

Question: “What measures should we implement to ensure that the AI coaching system regularly undergoes quality checks and updates of its training data for accuracy and relevance?”

Coaching Supervisors:

Question: “How can I oversee the process of monitoring and testing the AI system’s training data to maintain system integrity and coaching quality?”

Software Developers (Providers):

Question: “What continuous and automated processes should we integrate into the AI system for ongoing quality checks and updates of its training data?”

Coach Training Organizations:

Question: “How should we prepare future coaches to understand the importance of regular monitoring and quality assessment of training data in AI coaching systems?”

2.10.6 Element E.10.6: System Design Review by Coaching Experts

Professional Coaches:

Question: “How can I, as a professional coach, be involved in the review process of AI coaching systems to ensure they adhere to industry standards and coaching best practices?”

Coaching Clients:

Question: “As a client, how can I be confident that the AI coaching system I’m using has been designed and periodically reviewed by qualified coaching experts?”

Organizations Purchasing Coaching:

Question: “What criteria should we establish to ensure that the design of AI coaching systems is regularly reviewed and validated by a diverse panel of coaching experts?”

Coaching Supervisors:

Question: “How can I facilitate and contribute to the regular review process of AI coaching systems by a panel of diverse coaching experts?”

Software Developers (Providers):

Question: “What processes should we implement to ensure the AI system’s design is periodically reviewed by a diverse range of coaching experts for quality and effectiveness?”

Coach Training Organizations:

Question: “How should we prepare coaching students to effectively review and provide input on the design of AI coaching systems, ensuring they meet the latest industry standards?”

2.10.7 Element E10.7: Client Context Understanding and Appropriate Responses

Professional Coaches:

Question: “How can I ensure that the AI coaching system adequately understands client contexts and tailors its responses appropriately without causing offense?”

Coaching Clients:

Question: “As a client, how can I expect the AI system to understand my specific context and needs, and what measures are in place to prevent offensive responses?”

Organizations Purchasing Coaching:

Question: “What standards should we set for AI coaching systems to demonstrate advanced contextual understanding and provide highly relevant and sensitive responses to clients?”

Coaching Supervisors:

Question: “How can I monitor and guide the AI system to ensure it accurately understands client contexts and delivers appropriate, non-offensive responses?”

Software Developers (Providers):

Question: “What advanced algorithms and contextual understanding techniques should we integrate into the AI system to enhance response relevance and sensitivity?”

Coach Training Organizations:

Question: “How should we prepare future coaches to work with AI systems that are designed to understand client contexts and provide highly tailored, sensitive responses?”

2.11 E.11 Assurance and Testing: System Usability

2.11.1 Element E.11.1: User Experience and Technology Adoption Research

Professional Coaches:

Question: “How can I stay informed about ongoing research on the usability and technology adoption aspects of AI coaching systems, to ensure they meet client needs effectively?”

Coaching Clients:

Question: “As a client, how am I being considered in the AI system’s usability studies, and how does ongoing research contribute to a better user experience for me?”

Organizations Purchasing Coaching:

Question: “What type of usability and technology adoption research should we expect from AI coaching system providers, including evidence of comprehensive studies involving diverse global user demographics?”

Coaching Supervisors:

Question: “How can I ensure that the AI coaching systems used in our programs are backed by thorough usability research that takes into account a wide range of user experiences?”

Software Developers (Providers):

Question: “What methodologies should we adopt for conducting comprehensive research on usability and technology adoption, incorporating a broad spectrum of user demographics for continuous system improvement in Human Factors and Ergonomics studies?”

Coach Training Organizations:

Question: “How should we prepare future coaches to understand the significance of user experience and technology adoption research in the development and refinement of AI coaching systems?”

2.11.2 Element E.11.2: Accessibility and Instructional Support

Professional Coaches:

Question: “How can I assist clients in navigating the AI system’s primary functionalities and guide them towards additional developmental support when needed?”

Coaching Clients:

Question: “As a client, what kind of intuitive access and support can I expect from the AI system, and how are advanced tutorials and help options tailored to different proficiency levels?”

Organizations Purchasing Coaching:

Question: “What measures should we implement to ensure the AI coaching system is easily accessible and understandable for clients, including comprehensive developmental support?”

Coaching Supervisors:

Question: “How can I oversee the user experience regarding the AI system’s accessibility and instructional support to ensure it meets the needs of clients with varying levels of proficiency?”

Software Developers (Providers):

Question: “What features should we include in the AI system to make its primary functionalities intuitive and provide advanced, interactive tutorials for users of different skill levels?”

Coach Training Organizations:

Question: “How should we prepare future coaches to familiarize themselves with AI systems that offer varying levels of developmental support, ensuring they can guide clients effectively?”

2.11.3 Element E.11.3: Disclosure of Basic System Functionality

Professional Coaches:

Question: “How can I ensure that the AI system’s disclosures about its functionalities are communicated in clear, simple language to clients?”

Coaching Clients:

Question: “As a client, how will the AI system explain its functionalities to me in a way that’s easy to understand?”

Organizations Purchasing Coaching:

Question: “What standards should we set for AI coaching systems to ensure they use user-friendly language for explaining basic functionalities?”

Coaching Supervisors:

Question: "How can I oversee the communication strategies of AI coaching systems to ensure they are clear and accessible?"

Software Developers (Providers):

Question: "What language optimization tools should we use in AI systems to ensure the clarity and accessibility of functionality disclosures, including translations for non-native speakers?"

Coach Training Organizations:

Question: "How should we prepare future coaches to work with AI systems that clearly disclose functionalities in simple language?"

2.11.4 Element E.11.4: Content Management by Language Experts

Professional Coaches:

Question: "How can I be assured that the linguistic style provided by the AI system has been curated by qualified language experts for accuracy and cultural sensitivity?"

Coaching Clients:

Question: "As a client, how does the involvement of language experts in content management enhance my experience with the AI system, especially in terms of cultural relevance and linguistic accuracy?"

Organizations Purchasing Coaching:

Question: "What qualifications and diversity should we expect from the panel of language experts managing the AI system's content to ensure it meets global linguistic and cultural standards?"

Coaching Supervisors:

Question: "How can I validate that the AI system's content is managed by a diverse group of language experts, ensuring it is culturally sensitive and linguistically accurate?"

Software Developers (Providers):

Question: "What strategies should we adopt to collaborate with a diverse panel of language experts in the content management process for our AI system?"

Coach Training Organizations:

Question: "How should we educate future coaches about the importance of language expert involvement in AI system content management, especially for linguistic and cultural accuracy?"

2.11.5 Element E.11.5: Non-Discriminatory Content

Professional Coaches:

Question: "How can I be certain that the content provided by the AI system is non-discriminatory and inclusive, and what role can I play in ensuring these standards are upheld?"

Coaching Clients:

Question: "As a client, how can I be assured that the AI system's content is free from discrimination and biases, promoting an inclusive coaching environment?"

Organizations Purchasing Coaching:

Question: “What measures should we take to ensure that the AI coaching system’s content is consistently non-discriminatory and uses advanced tools to eliminate any biases?”

Coaching Supervisors:

Question: “How can I monitor and contribute to the process of ensuring that the AI system’s content remains non-discriminatory and inclusive across diverse client groups?”

Software Developers (Providers):

Question: “What advanced screening tools and methodologies should we implement to rigorously detect and eliminate biases or discriminatory language in the AI system’s content?”

Coach Training Organizations:

Question: “How should we prepare future coaches to recognize and address any discriminatory content within AI systems, ensuring a commitment to inclusivity and diversity?”

2.11.6 Element E.11.6: Platform Availability

Professional Coaches:

Question: “How can I inform my clients about the platforms on which the AI coaching system is available and assist them in accessing it on their preferred device?”

Coaching Clients:

Question: “As a client, on which platforms can I access the AI system, and how does multi-platform accessibility enhance my coaching experience?”

Organizations Purchasing Coaching:

Question: “What steps should we take to ensure that the AI coaching system we choose is accessible on multiple platforms, catering to the diverse technological preferences of our clients?”

Coaching Supervisors:

Question: “How can I ensure that the AI coaching systems are easily accessible to clients on various platforms, and how does this impact their coaching journey?”

Software Developers (Providers):

Question: “What considerations should we make to optimize the AI system for multi-platform use, including desktop and mobile, to ensure it is easily accessible to a wide user base?”

Coach Training Organizations:

Question: “How should we prepare future coaches to work with AI systems that are available on multiple platforms, and how can they guide clients in using these platforms effectively?”

2.12 F.12 Technical Factors: Security and Privacy

2.12.1 Element F.12.1: Data Encryption for Storage and Transmission

Professional Coaches:

Question: "How can I reassure my clients that their personal and sensitive information is protected by robust encryption during both storage and transmission in the AI system?"

Coaching Clients:

Question: "As a client, how can I be sure that my data is securely encrypted when using the AI coaching system, both during storage and when it's being transmitted?"

Organizations Purchasing Coaching:

Question: "What encryption standards should we require from AI coaching systems to ensure the highest level of data confidentiality and security for our clients?"

Coaching Supervisors:

Question: "How can I verify that the AI coaching systems use advanced encryption technologies to secure client data against emerging cyber threats?"

Software Developers (Providers):

Question: "What advanced encryption technologies and regularly updated security protocols should we implement to ensure the utmost protection of client data in the AI system?"

Coach Training Organizations:

Question: "How should we educate future coaches about the importance of data encryption in AI coaching systems for ensuring client confidentiality and security?"

2.12.2 Element F.12.2: Secure Sign-On Process

Professional Coaches:

Question: "How can I guide clients through the secure sign-on process for the AI system, ensuring they understand the importance of these security measures for protecting their data?"

Coaching Clients:

Question: "As a client, what secure sign-on procedures will I need to follow to access the AI coaching system, and how do advanced methods like two-factor authentication enhance my data security?"

Organizations Purchasing Coaching:

Question: "What advanced user authentication methods should we expect from AI coaching systems to ensure robust security against unauthorized access?"

Coaching Supervisors:

Question: "How can I oversee and ensure the effectiveness of secure sign-on processes in AI coaching systems, including the use of two-factor authentication and biometric verification?"

Software Developers (Providers):

Question: "What are the best practices for implementing advanced user authentication methods in AI systems to provide enhanced security for user access?"

Coach Training Organizations:

Question: “How should we educate future coaches about the significance of secure sign-on processes in AI coaching systems and the technologies used for user authentication?”

2.12.3 Element F.12.3: System Availability

Professional Coaches:

Question: “How can I inform my clients about the expected availability of the AI coaching system and what contingency plans are in place for times when the system may be unavailable?”

Coaching Clients:

Question: “As a client, how often can I expect the AI coaching system to be available, and what measures are taken to ensure consistent access?”

Organizations Purchasing Coaching:

Question: “What guarantees should we look for regarding system availability, and what advanced server management strategies should be in place to minimize potential downtime?”

Coaching Supervisors:

Question: “How can I ensure that the AI coaching systems are reliably available for clients and that there are adequate failover strategies for maintaining consistent access?”

Software Developers (Providers):

Question: “What advanced technologies and strategies should we implement to achieve near-continuous availability of the AI system and reduce the likelihood of downtime?”

Coach Training Organizations:

Question: “How should we prepare future coaches to manage client expectations regarding system availability and to respond effectively during instances of system downtime?”

2.13 F.13 Technical Factors: Resilience and Accessibility Overview

2.13.1 Element F.13.1: Data Management Disclosure to Clients

Professional Coaches:

Question: “How can I help clients understand the data management practices of the AI system, especially regarding security and confidentiality, to build their trust and confidence in using the service?”

Coaching Clients:

Question: “As a client, where can I find clear information about how the AI coaching system manages my data, including security and confidentiality aspects?”

Organizations Purchasing Coaching:

Question: “What should we look for in the AI system’s data management disclosure to ensure it is comprehensive, clear, and assists clients in understanding security and confidentiality practices?”

Coaching Supervisors:

Question: “How can I ensure that clients receive and understand detailed information about the AI system’s data management practices, including security and confidentiality measures?”

Software Developers (Providers):

Question: “What should be included in a detailed guide on data management practices for our AI system and how can we make this information easily understandable for clients?”

Coach Training Organizations:

Question: “How should we prepare future coaches to communicate the AI system’s data management practices to clients, ensuring they understand and trust the system’s security and confidentiality protocols?”

2.13.2 Element F.13.2: Consent for Data Processing

Professional Coaches:

Question: “How can I ensure that clients are fully informed and provide explicit consent for the AI system’s data processing activities, and what should they understand about the scope and purpose of this data usage?”

Coaching Clients:

Question: “As a client, how will the AI system obtain my consent for data processing, and what options will I have for controlling how my data is used?”

Organizations Purchasing Coaching:

Question: “What standards should we require for an interactive consent process in AI coaching systems, ensuring clients have comprehensive understanding and control over their data processing?”

Coaching Supervisors:

Question: “How can I oversee the consent process for data processing in AI coaching systems to ensure it is thorough, clear, and respects client autonomy?”

Software Developers (Providers):

Question: “What features should we include in the AI system to create an interactive, detailed consent process for data processing, offering clients granular control over their data?”

Coach Training Organizations:

Question: “How should we prepare future coaches to guide clients through the data processing consent process in AI systems, ensuring clarity and respect for client preferences?”

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