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ICF CONVERGE

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TRANSFORMATION WHISPERERS:
THE NEW ERA OF CORPORATE
COACHING



Linda and Catherine are co-hosts of the pioneering podcast series “Transform Tomorrow Today “, where they interview top change agents in leading organizations. Both are award winning Coach Educators upskilling Leaders and HR communities with ICF accredited coach training to build coaching cultures.

Both are published authors of books on leadership; change and coaching and accomplished keynote speakers. Linda lives between Ireland and the United Arab Emirates and Catherine lives between Canada and France. They enjoy working in diverse and multi-cultural environments.

Catherine is Past Chair and Linda is former Vice-Chair of ICF Professional Coaches Board. Both are seasoned Master Executive and Team Coaches with a global practices at senior levels.

Session Agenda

PART 1

- Coaches as Transformation Whisperers
- Blended Interventions
- Whispering: Live Examples

PART 2

- Coaching in AI Era
- The CHANGE © Model Overview
- Unique Human Capabilities

PART 3

- Pernod Ricard Case Study
- CHANGE © Model in Action

PART ONE

Introduction and Framing the Session

BEYOND HUMAN & SOCIAL CAPITAL BUILDING

"In an AI-transformed world, coaching is no longer optional.

It's a lever for organizational survival and success."



Case Studies



TRANSFORM
TOMORROW TODAY



Transformation Whisperers

N

New Faces of Coaching: Hybrid – Complex – Holistic



“In an increasingly AI-driven world, the true value of a coach lies in their distinctly human capacities. These are the soft skills and intuitive insights that technology, no matter how advanced, cannot fully replicate.” PYC – Chief Digital Officer Pernod-Ricard and AI Expert



Pernod Ricard



Transformation Whispering Examples



**“Think like a
scientist, co-create
the relationship
and communicate
like a human”**



“Stay curious in every meeting and conversation.”



“A Coach in
every change
management
team ”



“Coaches in Uniform”



Part Two

Coaching in the AI Era

Coaching Currency in the AI Era



**Change
Leadership**



**Cultural
Transformation**



**Stakeholder
Harmonization**

Four Minute Huddle



**Please share your thoughts and experience:
« How do you see the role of the coach evolving in the AI Era? »**

The Coach as Transformation Whisperer



From Coach to Co-Designer & Architect

From 1:1 to System-Wide Impact

From Performance to Purpose

Essential Human Capabilities in a Hybrid World

Intuition



Ethics



Trust



Emotional Intelligence

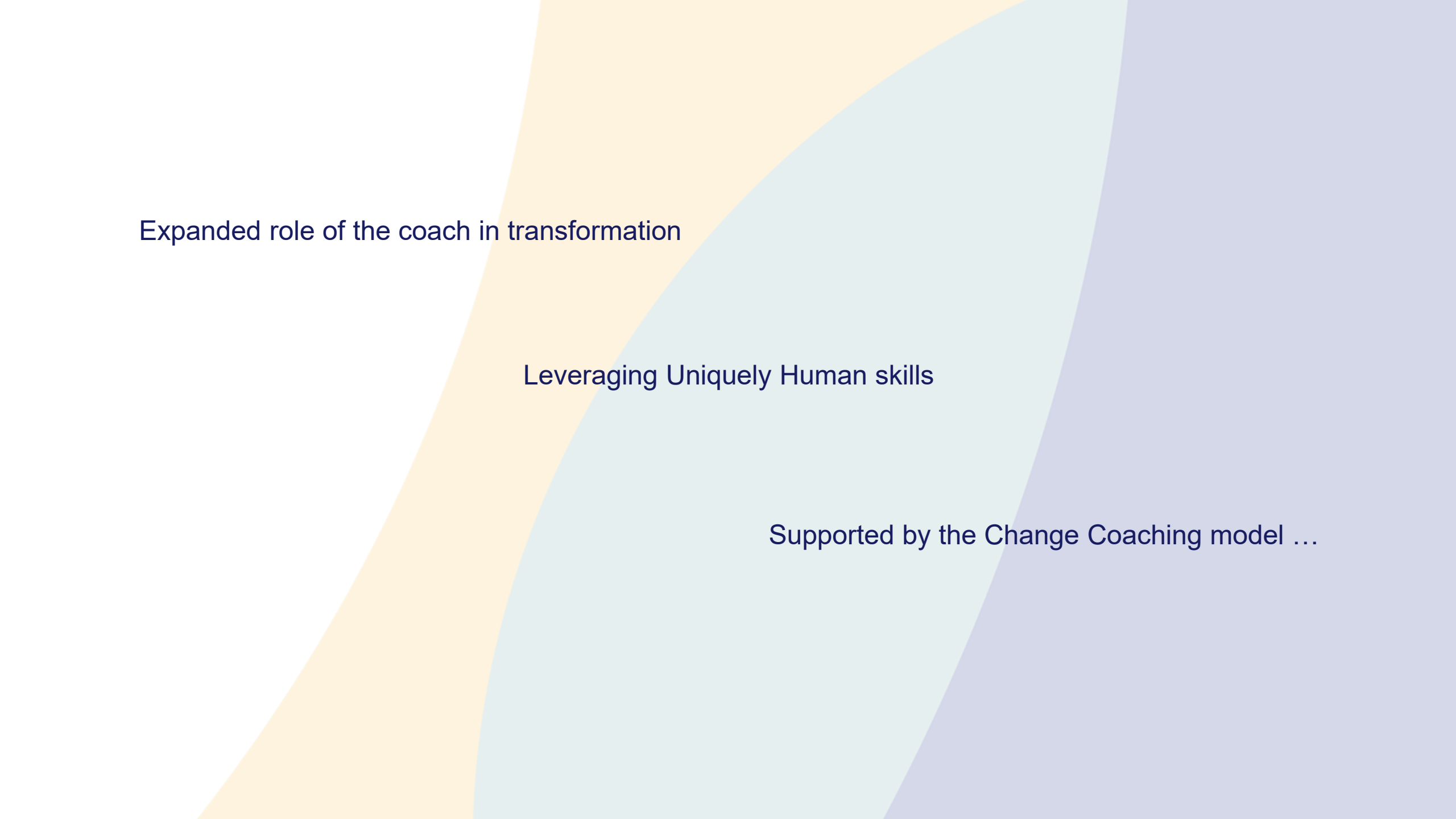


Reflection



Creativity





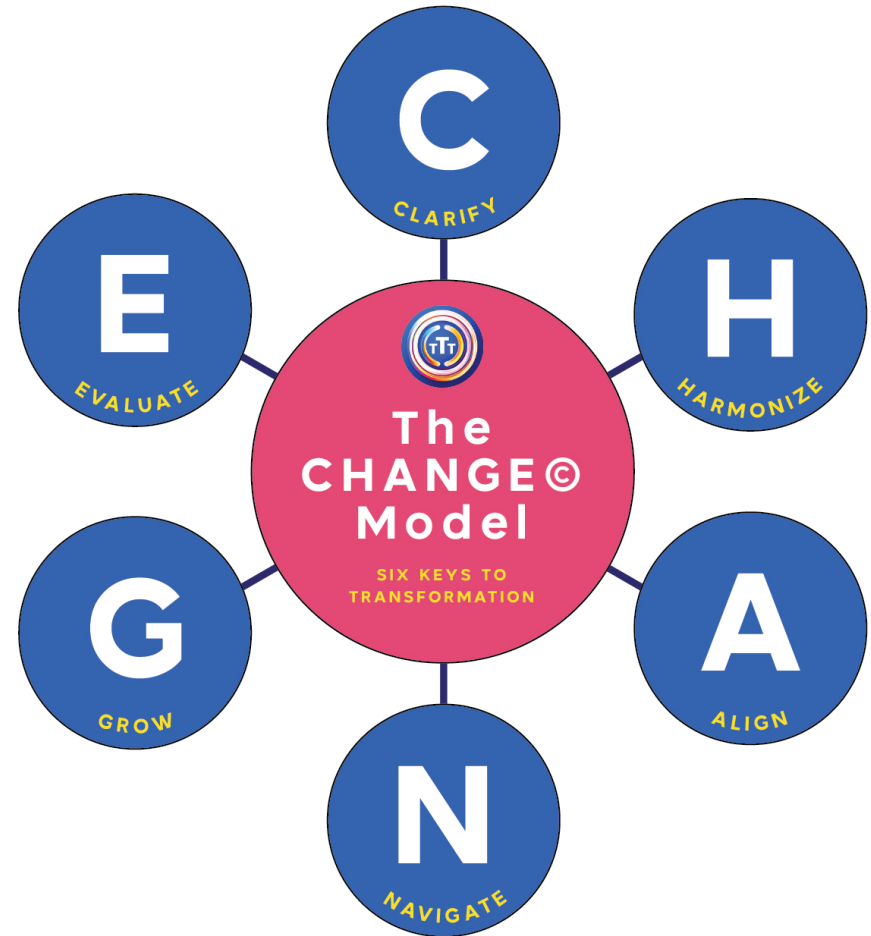
Expanded role of the coach in transformation

Leveraging Uniquely Human skills

Supported by the Change Coaching model ...

Developed through
extensive fieldwork and the
"Transform Tomorrow Today"
podcast,

the CHANGE© model
provides a comprehensive
framework for systemic
coaching in hybrid-
intelligence contexts.



Linking ICF Core Competency #3 and #7

- The CHANGE© Model integrates and deepens the deployment of both Establishes and Maintains Agreements and Evokes Awareness during the contracting phase in corporates.
- The Model acknowledges the complexity of multi-stakeholder agreements and the need for a deeply human centric approach to complement AI transformations.
- The model leverages the coach's uniquely human capabilities of trust; intuition; EQ; creativity and reflection with an ethical stance.

PART 3

Corporate Case Study with the **CHANGE© Model**



Pernod Ricard

AI Adoption at Pernod Ricard: A People-Centered Transformation

The company had launched three bold projects before ChatGPT: AI-powered recommendations for sales reps, marketing budget optimization, and smarter supermarket pricing.

*“The Challenge: Adoption, Not Algorithms.
The main complexity of those projects is not the
technology. It’s the change management.”*

Pierre-Yves Calloc’h CDO

How did they succeed?



The CHANGE© Model in Action

Clarify: Adoption of AI defined across the business as the key metric.

Align: Pilots scaled to 20+ markets and aligned with local realities.

Grow: Built champions, trained managers, invested in coaching and education. Hands-on approach with 20% of CDO involvement.



Harmonize: Engaged leaders globally and locally, especially middle managers - “we know you are different.”

Navigate: Managed resistance with coaching and addressed ethics via their AI charter - “we don’t deceive customers”

Evaluate: Monitored adoption, ROI, fears addressed, feedback loops and AI-ethics charter updated continuously.



AI Adoption at Pernod Ricard: A People-Centered Transformation

The results

- **+85%** adoption rate
- **+15%** efficiency gain on a €1.6 billion marketing budget.

“The main success isn’t technical but people adoption. Without adoption, zero impact.”



PART 4

Your Practice Applications

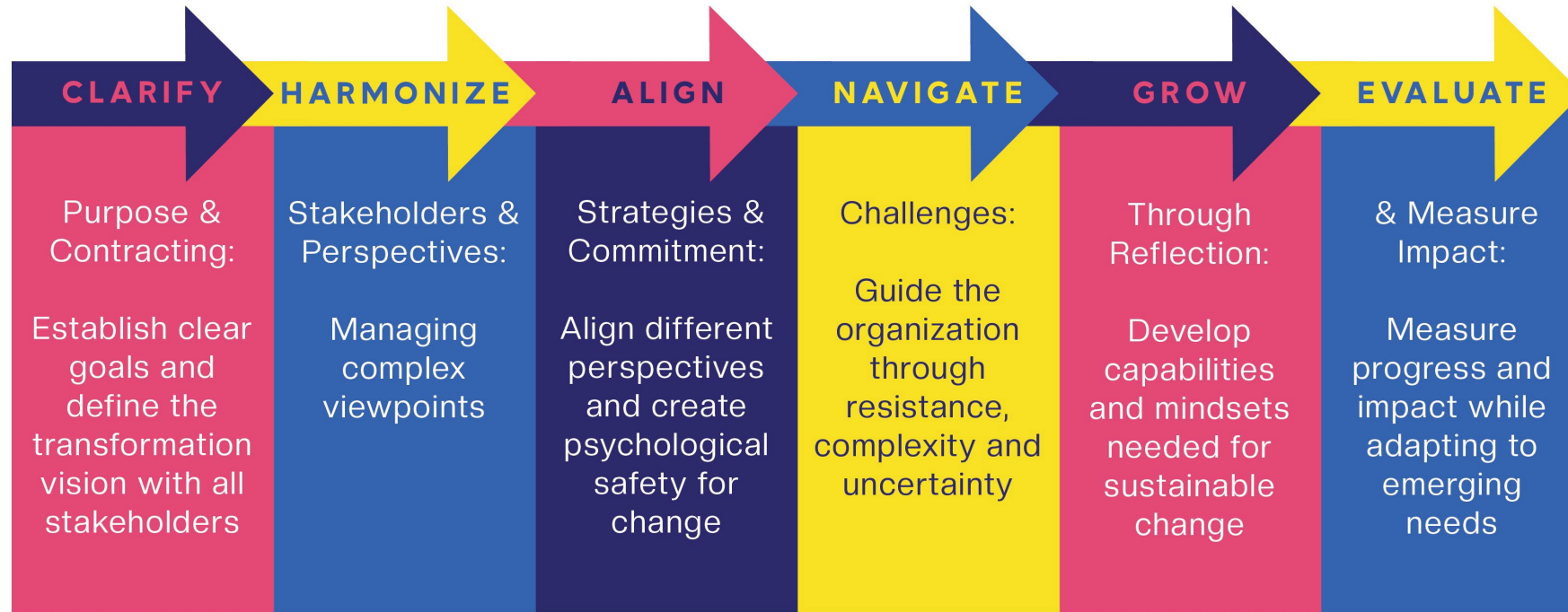
Three Minute Huddle



**How will you
position yourself as
a Transformation
Whisperer in your
coaching practice?**

The CHANGE© Model

SIX KEYS TO TRANSFORMATION



WRAP UP

- In response to AI-driven transformation within organizations, **Coaching is increasingly integrated with change management, organizational development (OD), and leadership transformation**
- The **CHANGE© Framework** is a model driving High-Impact Coaching; meaning: **Clarify, Harmonize, Align, Navigate, Grow, Evaluate**
- Embedding coaching within organizational transformation, **helps organizations develop inclusive, sustainable, and AI-ready leadership strategies.**

Your Next Steps as a Transformation Whisperer

- Answer the quiz to get your CCEUs
- Stay tuned to Discover our Case Study Library drawn from the Podcast series Transform Tomorrow Today
- Participate to our Transformation Whisperers Community



Transform Tomorrow Today PODCAST



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**THANK
YOU**





International
Coaching
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