

ICF CONVERGE

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AI: Coaching Superpower or Competitor?
YOU Decide.

AI: Coaching Superpower or Competitor? YOU Decide.

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AI isn't just a tech shift, it's a **catalyst for human evolution**

AI empowers coaches,
just like GPS guides every journey.

TODAY's FOCUS

COACHING IN ORGANIZATIONS

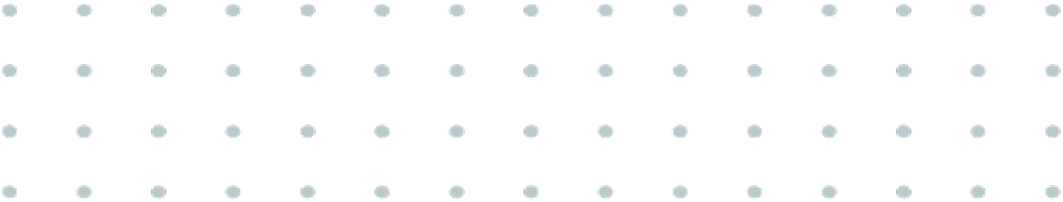
Embedding coaching into the culture helps:

- **Build trust** (AI can't replicate it)
- Promote **adaptive leadership**
- Support **continuous transformation**



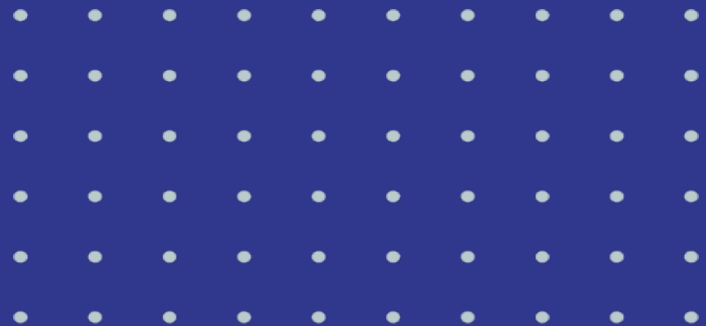
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- 01. COACHING CLIENTS**
 - 02. HUMAN RESOURCES**
 - 03. RECOMMENDATIONS**

PERSPECTIVES



01.

COACHING CLIENTS



Coaching Clients

WHY

Workers are experiencing unprecedented change and uncertainty.

WHAT

77% of workers will require upskilling to adapt to AI and new technologies.

HOW

Embedding coaching as a strategic enabler builds resilience, adaptability, and trust, helping employees thrive in complexity.

Leaders are navigating "perpetual volatility"

Source: *View from the C-Suite* Executive Research
(LHH 2025)

Leaders Perspective

43%

**Leadership
turnover
in last year**

56%

**Leaders feel
burned out**

33%

**Leaders not
confident
in new role**

Source: Embracing the Transformation of Leadership
(LHH 2025)

Employees Perspective

33%

Thriving

58%

Struggling

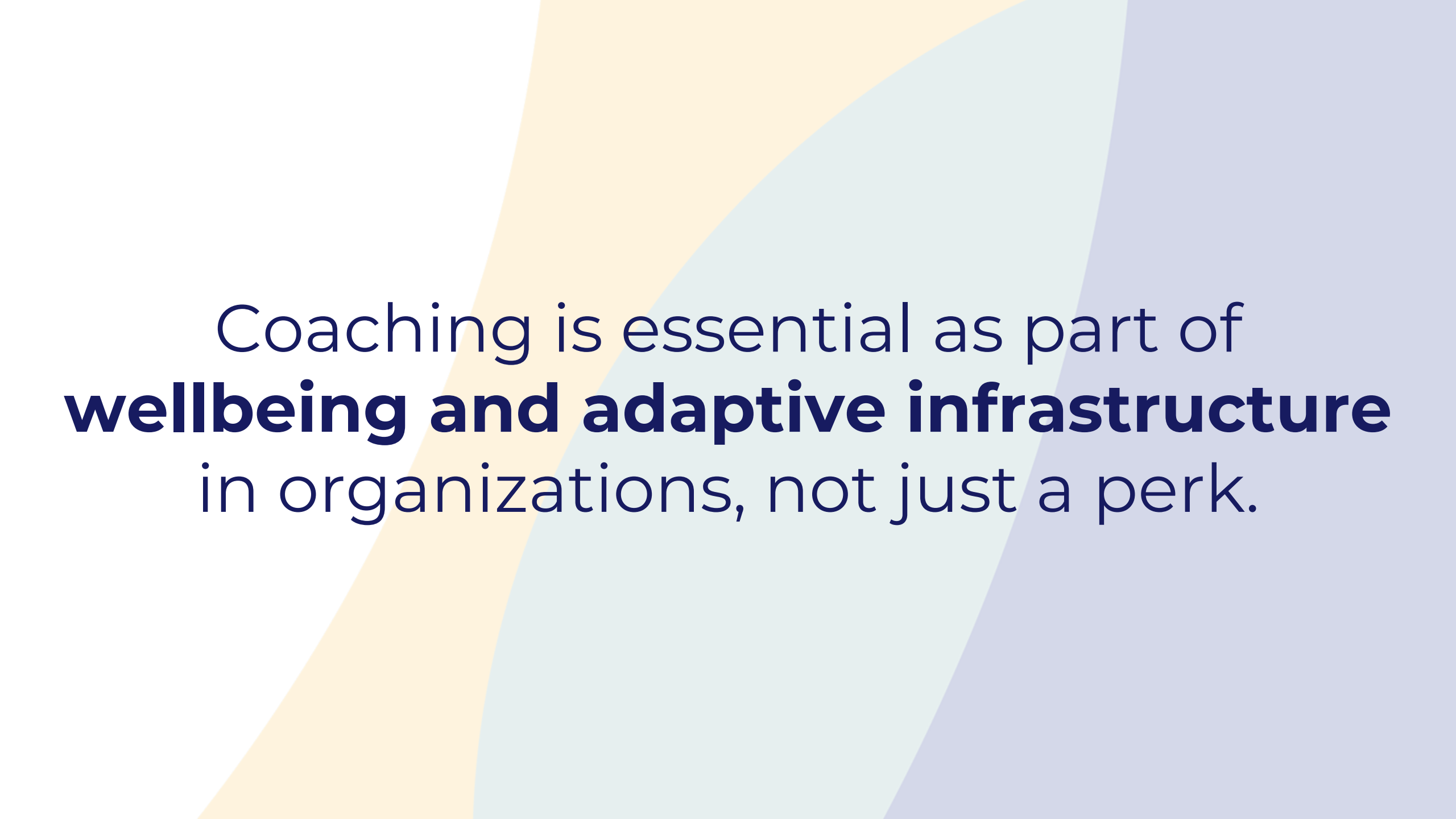
9%

Suffering

Source: Global Employee Life Evaluation
(Gallup 2024)

Focus on Employees

- **Focus on employees:** over a third globally fear job loss, overwhelmed by rapid change and mounting workloads.
- **Evidence demands action:** PwC reports **62%** of workers seeing accelerated change; **37%** globally worried about redundancy.
- **Coaching is the answer:** it builds resilience, empowers growth mindsets, and guides organizations through strategic transformation.

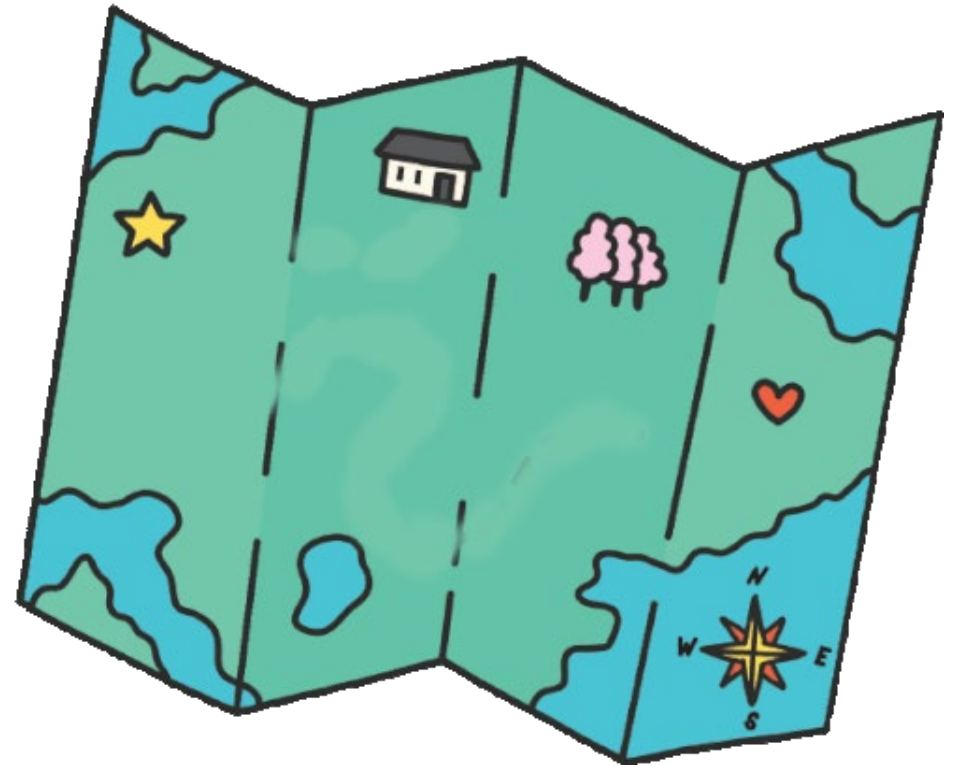


Coaching is essential as part of
wellbeing and adaptive infrastructure
in organizations, not just a perk.

[Human]

Coaches:

Leading humanity
through transition



COACHES ROLE

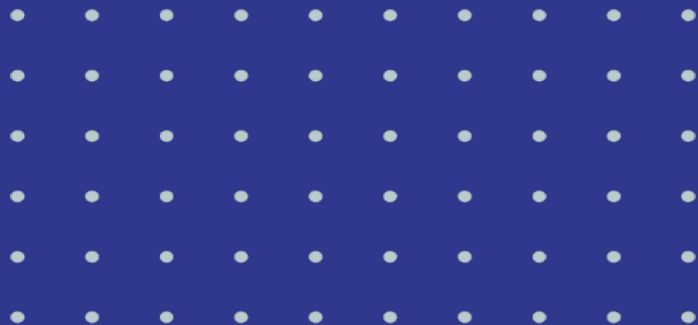
Leverage our humanity to stand apart:

- **Embrace vulnerability** – Share both struggles and triumphs to model authentic resilience
- **Normalize "not knowing"** – Your uncertainty and learning journey humanizes the coaching relationship
- **Navigate complexity together** – Guide clients through ambiguity and competing stakeholder demands with nuanced judgment
- **Celebrate imperfection** – Your flaws and growth model the messy reality of human development



02.

HUMAN RESOURCES



Human Resources

WHY

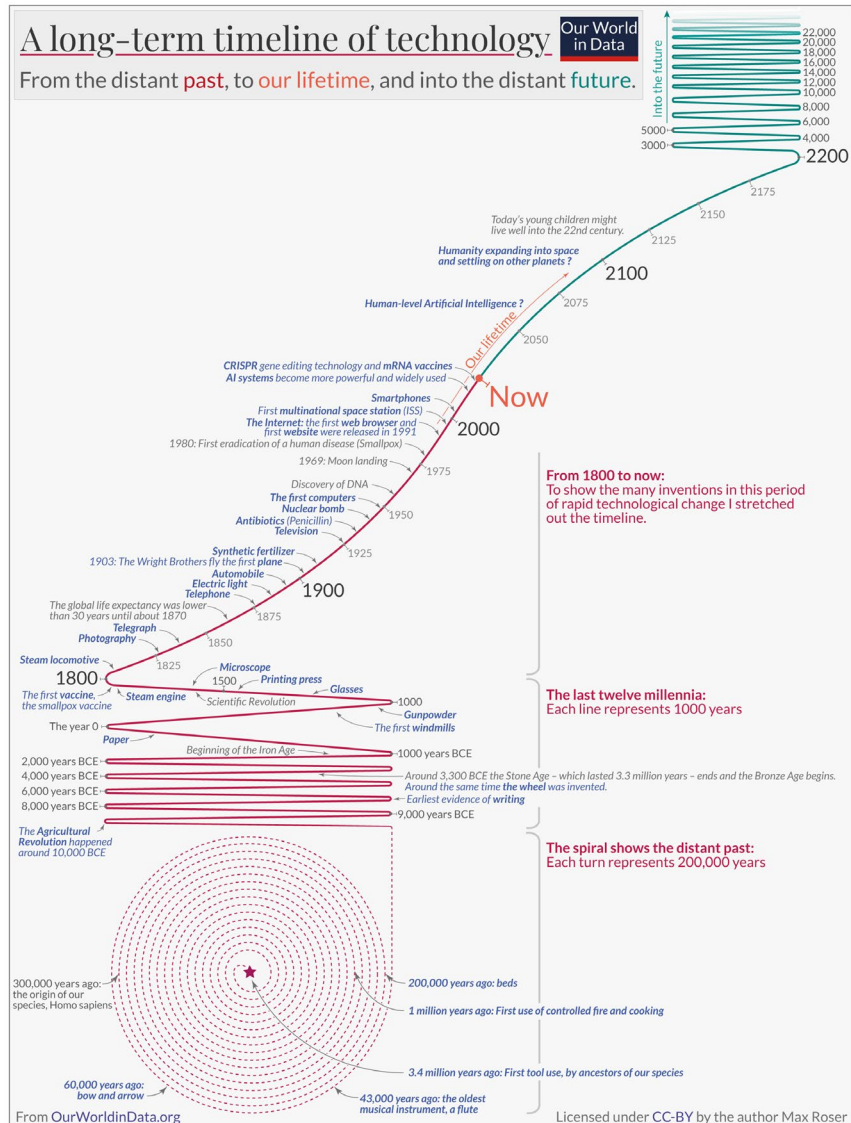
HR as a strategic enabler to provide context & guide leadership through purposeful change.

WHAT

Amplify urgency supported by data.
Define the right pace for the organization to unlock value.

HOW

1. Build trust
2. Promote adaptive leadership
3. Support continuous transformation
4. Embed a coaching culture



The Spiral of Tech: From Millennia to Moments

The Acceleration of Human Innovation

- **2.4 million years** to harness fire
- **66 years** from first flight to the moon
- **Today:** Revolutionary breakthroughs happen in months, not millennia

HR's Critical Role in Unprecedented Times:

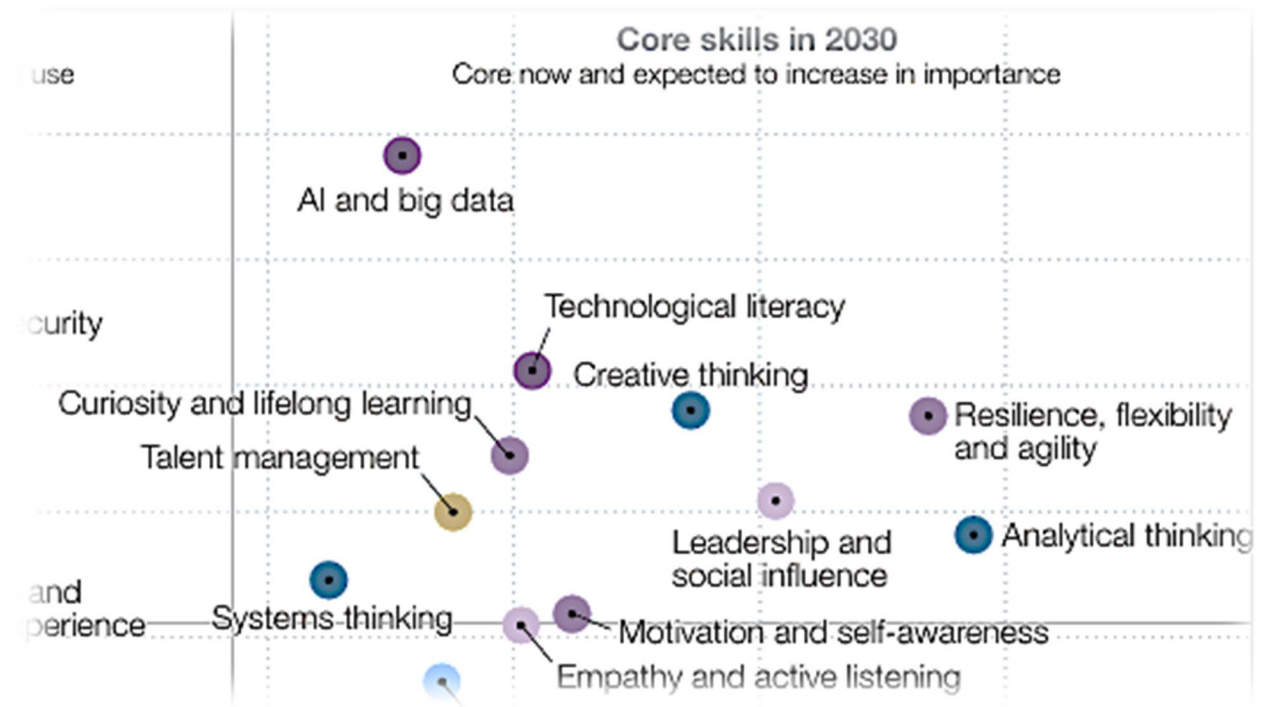
- Create space for reflection amid rapid change
- Guide mindset shifts and reframing
- Provide human-centered sense-making in a tech-driven world



Core now and expected to increase by 2030:

1. AI and big data
2. Technological literacy
3. Creative thinking
4. Resilience, flexibility and agility
5. Curiosity and lifelong learning
6. Talent management
7. Leadership and social influence
8. Analytical thinking
9. Systems thinking
10. Motivation and self-awareness
11. Empathy and active listening

Core skills in 2030



Source: Future of Jobs Report
(WEF 2025)

“AI advances at **five times the speed** of the internet and creates **three times the impact.**”

Source: John Chambers
Former CEO of Cisco.

22%

of today's jobs impacted
by structural labor market transformation

Source: Future of Jobs Report
(WEF 2025)

By 2030 AI will result in

78m

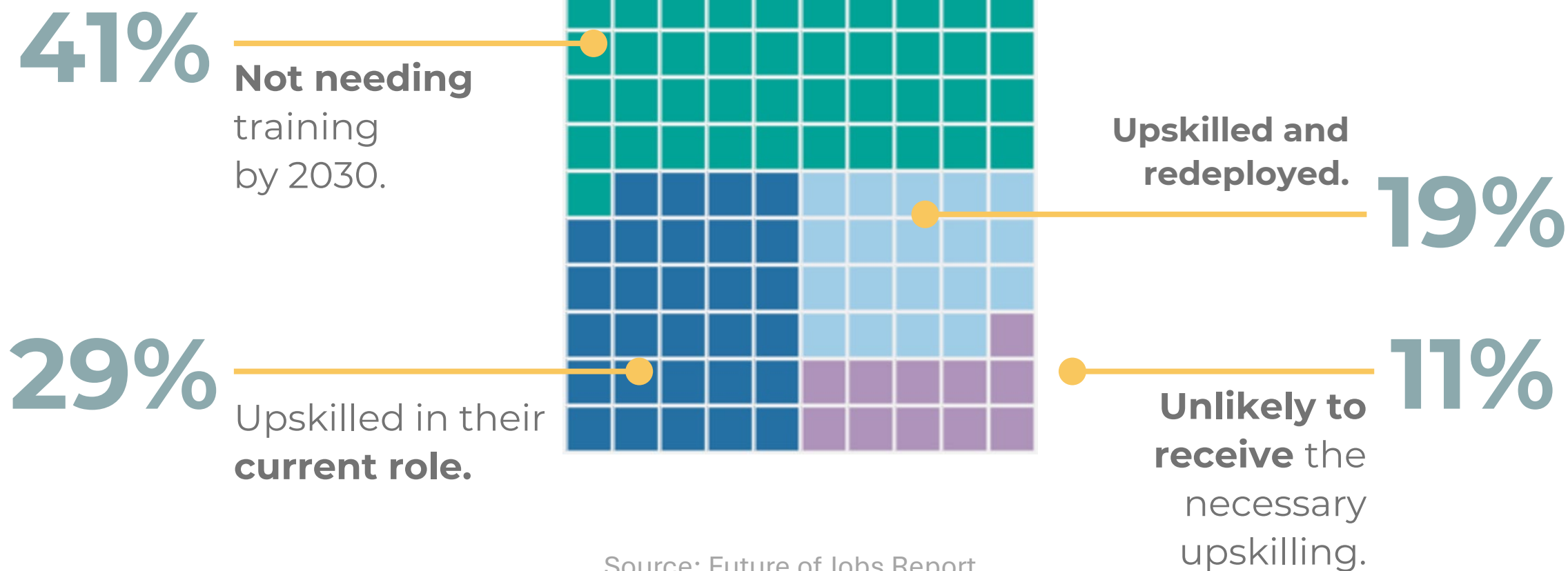
Net job
growth

77%

Workers need
upskilling

Source: Future of Jobs Report
(WEF 2025)

Upskilling and reskilling outlook

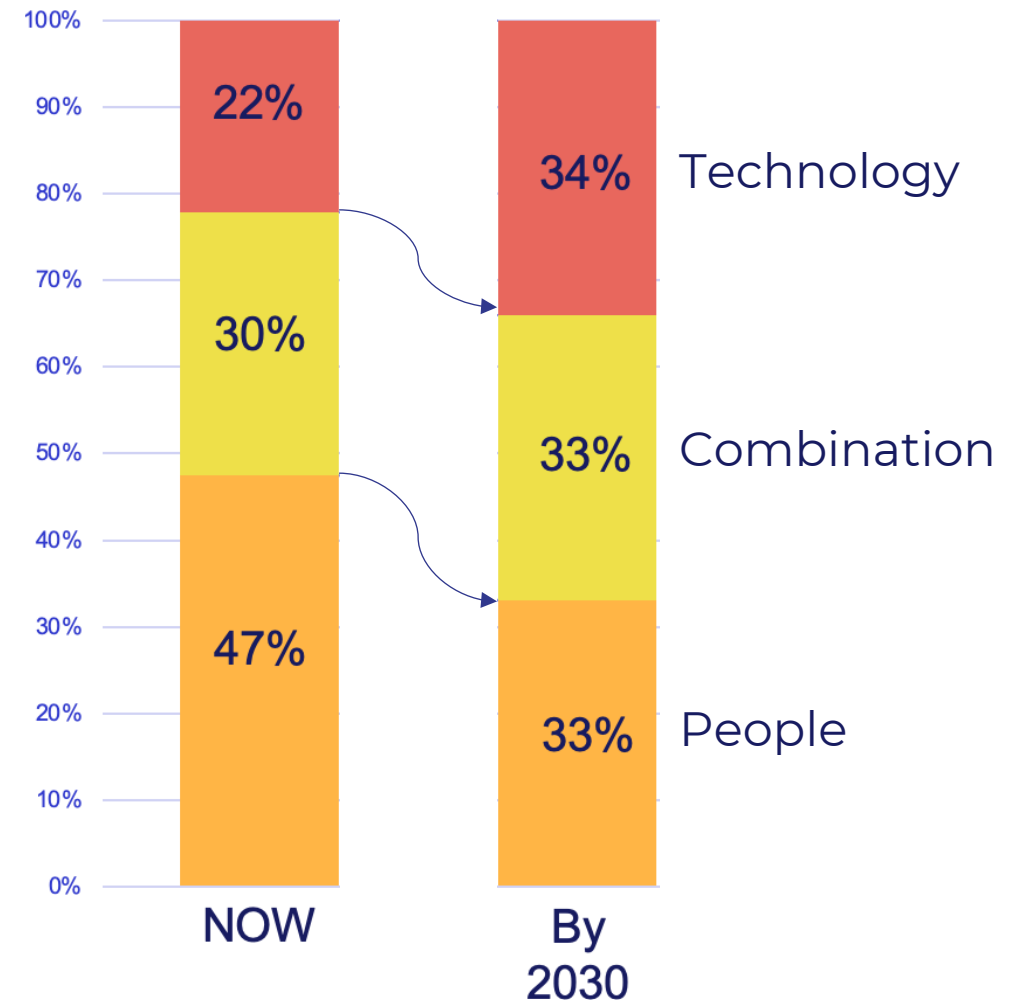


Source: Future of Jobs Report
(WEF 2025)

The shifting human-machine frontier:

Automation versus augmentation, 2025-2030

Share of total work tasks expected to be delivered predominantly by human workers, by technology (machines and algorithms), or by a combination of both.



Source: Future of Jobs Report
(WEF 2025)

Strategic HR decisions carry more weight **at the executive table**, right alongside financial and operational strategy.

**Guiding
ethical AI
use**

**Employee
upskilling**

**AI adoption
readiness**

AI adoption among HR professionals

72% in 2025

58% in 2024

Trust in AI systems

51% in 2025

37% in 2024

HR professionals are leveraging AI to drive efficiency and improve outcomes, citing:

63%

Greater productivity

55%

Automation

52%

Enhanced efficiency

52%

Faster turnaround

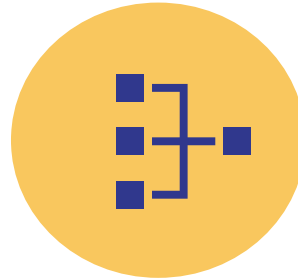
Source: Harriet Report
May 2025

“AI is transforming HR faster than ever: 43% of organizations now leverage AI in HR tasks, up from 26% in 2024.”

SHRM 2025

How HR uses Artificial Intelligence

HR AI Applications



42%
HR
Technology



40%
Recruiting



29%
Learning &
Development

Source: Talent Trends
(SHRM 2025)

6 key stages where AI supports HR:

1. Attraction and Recruitment
2. Onboarding and Integration
3. Performance Management and Development
4. Employee Engagement and Well-being
5. Learning and Career Growth
6. Offboarding and Alumni Engagement



Role of HR as catalyst for mindset change:

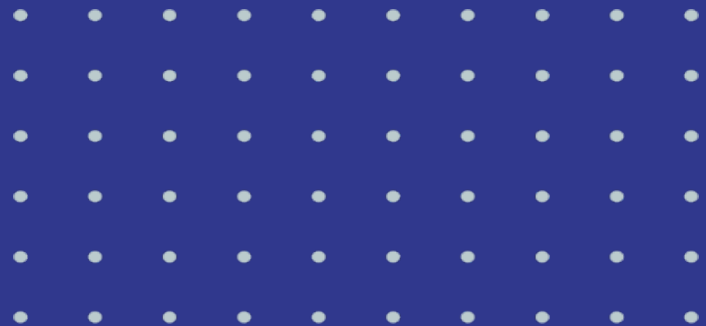
- HR must enable employees to be **lifelong learners** in a world of constant disruption.
- A **growth mindset** is critical to navigate uncertainty and accelerate adaptability.
- HR provides the **systemic and strategic view**, empowering people while enabling transformation.
- Lead transformation with an **Agile mindset and adaptive project planning**, allowing HR to pivot quickly and continuously.
- Build a **coaching culture** to strengthen resilience, trust, and empowerment

Some resources to help build trust:

- **ICF Code of Ethics...**
- Apply **ICF Coaching Standards** to embed ethical, human-centered support.
- Ensure compliance and trust through **GDPR or equivalent safeguards.**
- Coaching compass

03.

RECOMMENDATIONS



Coaching Culture

WHY

A coaching culture improves performance, reduces stress and burnout, and drives engagement and retention by fostering resilience and well-being.

WHAT

A coaching culture is an environment where continuous feedback, learning, and growth are embedded in daily interactions, enabling focus, motivation, and better decision-making.

HOW

Build a coaching culture by training leaders in coaching skills, embedding shared values, encouraging peer-to-peer coaching, and measuring impact consistently.

“People resist AI when it feels disruptive and when it appears to take away control, autonomy, or familiar processes without enough communication or gradual change management.”
Zachary Chertok, IDC

Overcoming AI Resistance

Challenges

- **Cultural barriers & fear of AI job replacement**
- **Ethical concerns & misinformation**
- **Lack of education**
- **Lack of AI data culture**
- **AI talent shortage**
- **AI turnover in AI leadership**
- **Slow adoption and scaling**
- **Unclear AI ROI**

Solutions

- **Inform about what AI can and cannot do**
- **Driving cultural change through leadership**
- **Education**
- **Addressing AI talent gaps through training**
- **Building on AI & data-driven culture**
- **Strengthening AI governance**
- **Scaling AI projects for long-term impact**

Source: Harvard Business Review
January 2nd 2025

TRUSTED SOURCES

Trusted People:

Leaders, mentors, **coaches** and subject matter experts provide clarity, guidance, and confidence by modeling adaptive leadership and empathy.

Trusted Insights:

Curated, **credible research** and **reliable news** sources help employees make informed decisions and navigate change with confidence.



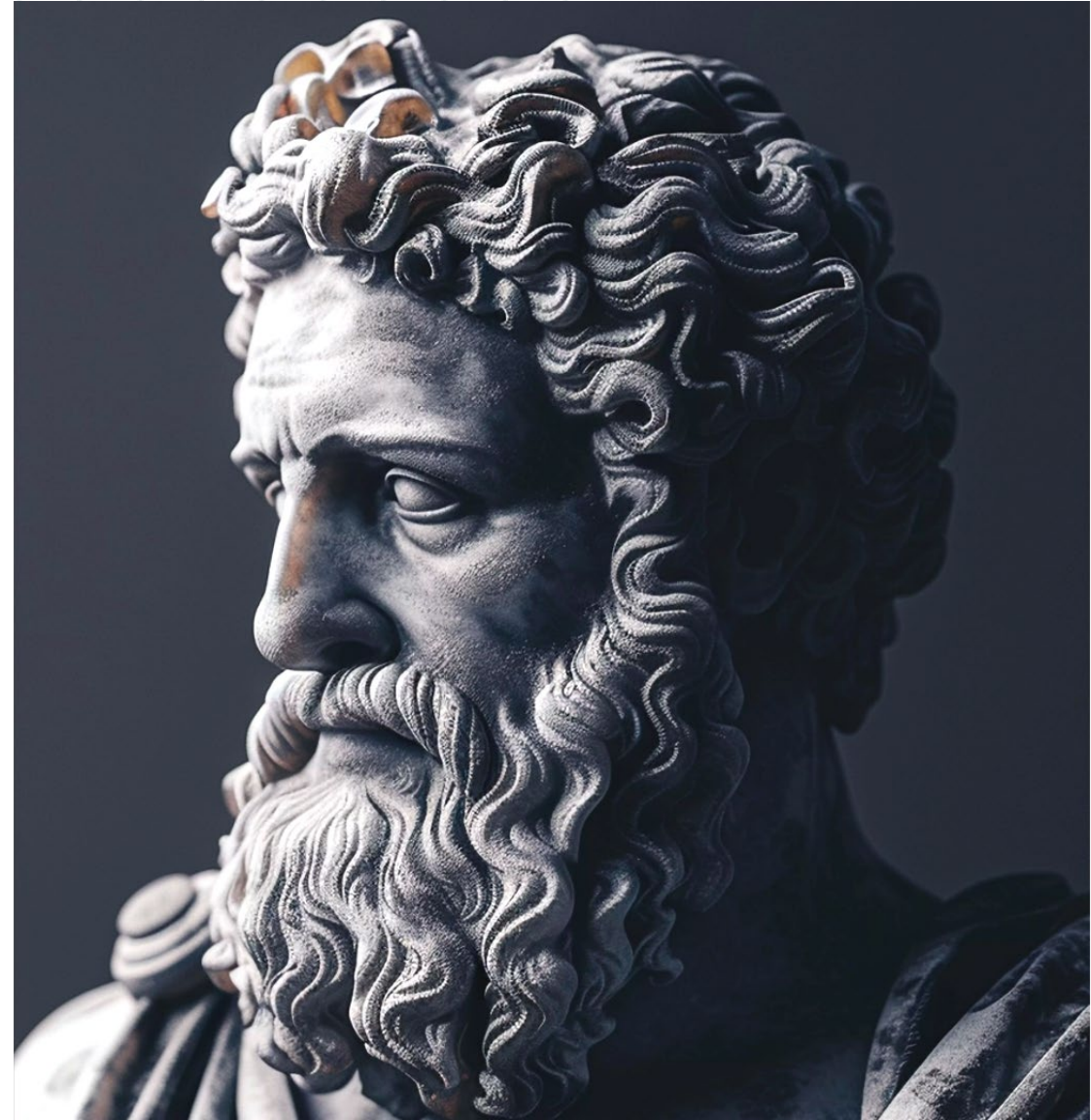
ARISTOTLE, HELP US

Eudamonia

**The
Fulfilling
Life**

**The
Intellectual
Virtues**

**Techne
Sophia
Phronesis**





Coaching
empowers talent, so your
organization **thrives.**

THANK YOU

Do you have any question?

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