

# How to Coach Ethically in the Age of AI

## **Gabriel Powell**

So, welcome everybody to this webinar. Good to see some familiar faces. We're here to learn all about how to coach ethically in the age of AI.

We had over 150 coaches sign up, So, I expect a few to arrive, and I expect more to arrive in the next 10 minutes. It typically is the way it goes. But we're going to go ahead and get started anyway, because this session is being recorded, and you'll be able to catch up on the replay as well.

I'm here today with our friend Jazz, Jazz Rasool, and he is an expert in all things AI and ethics. In fact, he's been a pioneer in the AI industry for many years, working with chatbots before they were even popular. So, that's good news.

We are going to be joined by our tech host, Yael. So, if you have any questions tech related about Zoom and such, you can send them to her. Also, if you have any questions about the course or what we're offering, go ahead and send them to Yael, and she'll be collecting questions about the course along the way.

And then I'll send you a personal email to follow up if you have questions about that, because I am teaching a longer course, both beginner and will eventually be rolling out some more advanced training for coaches and facilitators. And some of you here have taken my training already, So, that's great to see. With that said, I will begin by introducing myself, in case you don't know me already.

My name is Gabriel Powell. I am an Integral Master Coach™, and it's really my passion to work with leaders, coaches, and educators to enhance, to apply their unique vision, their gifts, their talents more effectively. I know So, many coaches that have talent.

There's So, much talent among us, yet they don't know how to sell themselves quite well. They don't know how to articulate their ideas in such a way that can create clients, and they're often challenged a little bit with technology. Not all of them, but I've just noticed that about people who care about human development.

We're often very skilled in the interpersonal realm, but in the technical realm, it's a little more challenging. There's a lot to learn. So, with the rise of AI, and as it's continuing to evolve, it's becoming more important than ever before for us to bring AI into the world of human development.

So, that's my mission, to help you navigate this AI revolution while staying true to really what makes coaching transformative, and that's remembering that we are, our human wisdom is part of the coaching process as well. So, I would love to hand it over to Jazz, and invite you to share more about yourself, Jazz. Welcome.

## **Jazz Rasool**

Thanks Gabriel. I'm someone for a long time who's been interested in helping human beings realize their potential, and I spent many years in research into how the mind works, my

master's degree, studying the brain and how it worked, and it led me into mind-body medicine, and eventually led me into executive coaching about 20 years ago. And it's something that I always knew could be advanced using technologies, but until I created my own AI platform about 17 years ago, I'd not really seen anything out there that could help plug into people's potential, their consciousness, and their humanity, and cultivate it and advance it in addition to traditional kind of skills and things.

But a few years ago, I spent a lot of time at NASA, and we were designing training to improve performance of astronauts going up to the space station, but also for a future manned Mars mission as well, and that involved using the very latest technologies, virtual reality, augmented reality, wearables, AI, and it led me to see the potential for using ecosystems of these technologies to help people. And over the last few years, I published a lot of papers on that, on AI, on ethics, on technology-enhanced learning, but what's happened most recently, I'll just finish on this point, is that since the pandemic, there's been a huge increase in the recognition that human beings, they need to be looked after in terms of their well-being and their flourishing, as well as taking advantage of technologies and businesses, and that's led to the emergence of a new industrial revolution, which is all about making sure people's intelligence harmonizes with machine intelligence, but in a way that respects the environment, you know, it doesn't cost us lots of natural resources like water and energy, for example. So, I've been doing a lot of presentations lately on those industry 5.0 approaches to coaching, not just focusing on AI, but looking at ecosystems of technologies and people, and making sure that they can all work together in a way that's sustainable. So, I'll just finish on that particular point, and I think that more or less covers what led me to be here.

### **Gabriel Powell**

Can you tell us about your work with the AI Coaching Alliance, and briefly why you started that?

### **Jazz Rasool**

Yeah, about a year or so ago, it literally was about February last year, I noticed there was an increasing use of AI in coaching, but none of the governing bodies, other than the EMCC and the ICF, had come up with what might be called standards for using AI in coaching. The ICF had produced one many years ago, but it was just a two-page document, and didn't really have anything workable in it. They've since updated that now, and they're going through a revision of that at the moment.

The EMCC produced a whole code on ethics of using digital and AI-type technologies, but there was one big problem. Most of them were not necessarily compliant with things like the EU AI Act, so, it needed two things. One, traditional competencies for coaches, they're really designed for human-to-human coaching, so, all the governing bodies competencies are all designed for human-to-human exchanges.

They're not necessarily fit for purpose for human-to-AI exchanges, so, what I did last year was I integrated the different competencies from the different governing bodies, EMCC, AC, and ICF, into a single competency set, and then I adapted those and aligned those to things like the EU AI Act and diversity principles and ethics, and that formed a lightweight standard that anybody can have as a poster up on their wall, and that's the AI Coaching Alliance

standard. The AI Coaching Alliance was set up around this time last year because I needed to get together people from across the different governing bodies, researchers, coaches, and everybody else to come together in a cross-body way and try and help really refine how AI is used in coaching.

So, right now, we've got well over 500 members who are researchers, coaches from all over the world that are contributing to that. That's where the alliance comes from, and it's a non-profit. All the work that we do is just to get information out there and make sure people exercise duty of care and diligence in the use of AI in coaching.

### **Gabriel Powell**

Awesome, thank you. It's a great contribution to our industry that you have safety in mind. So, that sort of takes us into what are we going to learn in today's webinar?

What Jazz and I hope that you can take from this is, well, we'd love to give you an overview of how AI is revolutionizing the way that we approach our work today. So, a couple of ideas of how AI is changing our industry and the way that we serve human transformation. In addition, you're going to learn how to recognize some of the strengths and the limitations of AI.

It's really important to get a sense of what AI can help you with and just where you need to step in as a human to drive the way, to make the final decisions and So, on. Furthermore, we're going to look at why do ethics and privacy and bias matter more than ever, and what are some practical strategies and tools you can use to make sure you're working ethically and maintaining your client's confidentiality and privacy along the way. And So, that's by the end of this, you will have learned how to, there's a couple of contracts that I'll be providing to you that you can use as a starting point.

There's a contract that an updated coaching contract that you can use as a starting point for updating your own to add AI policies to it. And we're going to be providing you with the AI usage policy, which is kind of like a privacy policy in some ways, where it serves to detail what you use, what tools you use and how you use them So, that you are being transparent with your clients. And that's an important responsibility that we coaches have in this age of AI.

Our level of responsibility is going up. So, does that sound like something that you signed up for? Excellent.

With that said, I'm sure that as you and all of us enter into this age of AI, it's natural to feel a mix of emotions. Some of us feel a little bit overwhelmed by all the possibilities. Others might find ourselves feeling extremely excited about those possibilities, and others might have a little bit of both.

So, that's quite normal. There's such an abundance of AI tools emerging every day, and they're capable of doing So, many intelligent things. After all, it is intelligence at work.

It's not just information. It's not just a Google search. We're literally working with intelligence.

So, I'm curious. Yeah, I would say that when we harness AI as a force for good, as coaches, we can actually magnify the benefits of what we already offer 10 times. So, whatever you're

good at as a coach, you can already begin to magnify and amplify that gift, that talent through the use of AI.

My whole course talks about how to do that and helps you to find the mindset to support you with that. But there are also opportunities. Opportunities are also accompanied by significant challenges and risks.

I mean, AI is like a double-edged sword. Imagine somebody with ill intent that has the power to magnify their capabilities. So, we're not here to control everybody, but we are here to be responsible to support our clients in the most ethical way.

So, I'm curious from you to get a quick sense of your experience with Zoom, I'm going to launch a poll.

And I'd be curious to know, how are you currently using AI, if at all, in your coaching practice? That's right, Andrea. With great power comes great responsibility.

I appreciate you naming that. So, wow. A few of you aren't using it yet.

But the majority of you are using it to support your work behind the scenes.

It's very interesting. So, you've all answered. So, I'll go ahead and present the results So, you can see them all together.

And you can see that we've, a lot of us are past the exploration stage and starting to use it behind the scenes. So, those of you, those 17 of you who answered that, you definitely want to be paying attention to this conversation today. Good.

With that said, I'm curious to ask you another question. What ethical concerns might you have about AI in coaching?

And take a minute to think and let us know in the chat what comes up for you. Privacy. So, what about privacy, Marie-France, are you concerned about?

I'd be curious if you want to unmute yourself, you're welcome to, if you can. Okay. I'm curious then to hear from Teresa.

What is it about biases that you might be concerned about? Would you be willing to share?

**Teresa**

Yes, of course. Hi, everybody. Sorry for not being on camera, but my internet is- No worries.

So, my experience is that if I use, for example, ChatGPT or something else to do some research that oftentimes there is still a strong gender bias visible.

**Gabriel Powell**

So, you can spot that. And what is your concern that might happen if that goes undetected?

**Teresa**

Well, that we use it kind of in the wrong way and not in what is right for the client. If we don't detect it, we might be led down maybe a wrong route. Right.

**Gabriel Powell**

Right. That happens. That's very true. I'm So, happy that you're aware of that. So, one of the things we learn in the course I teach is how to use adversarial prompting and self-reflective prompting to remove, to at least spot bias and then eliminate it to some degree.

But sometimes we want bias because a bias is just a framing on how we want something to be conveyed. But we need to want to make sure we're doing it intentionally. What I've discovered about AI is it's very good at detecting bias if I ask it to.

So, it's better at detecting bias than I am. So, I use it as a tool. So, I'm So, happy that you mentioned that.

And hopefully you can take that tip. Now, we don't have time to address all these, but these are all valid concerns. Tracy's saying that using ChatGPT can be bad for the environment.

Well, we are using power and electricity. So, yes, the more we use a computer, the more we use electricity. So, that's something I wrote about in a recent article on the newsletter is there are ways that we're addressing that, but it's not a perfect science yet.

That's definitely a valid concern. Loss of authenticity, deep fake technology. Yes, these are all valid concerns.

And So, what we're going to do is we're going to convey to you that while there are risks and concerns, we can offset those as coaches. And that's what we're here to inform you on how to do. So, what I want to say is that AI is here to stay.

It's not going anywhere. Already, you can use AI to text. You can prompt to create text.

You can prompt to create images. You can prompt to create songs and music, videos. Even you can create your own chatbots to have interactive coaching or therapeutic-like conversations.

There's a lot you can do with AI, and it's easier than you think. I've created my first chatbot within half a day, and it was already very powerful. In 80 hours, I've managed to create an entire coach that walks you through a polarity conversation and maps it for you.

So, there's a lot we can do. And as it was said earlier, with great power comes great responsibility. So, let me share what I'm going to hand it over to Jazz.

And Jazz is going to introduce us to these four stages of AI use, different ways that you can use AI. And then he's going to show you how the scale or the amount that you start using AI determines how much you need to consider the ethical and privacy considerations that we're going to meet. Jazz, welcome.

## **Jazz Rasool**

Thank you very much. I'm just going to share the screen So, that we can have a look at those things. Can everybody see that okay?

I'm just going to figure it out. We can see it. All right.

It's interesting what was just said about great power and responsibility, obviously taken from the movie Spider-Man. And I remember a long time ago, I did actually reverse it. And I thought there are a lot of people who are good at taking responsibility for things.

And typically, those who are really good at it, they also tend to get into power as well. So, with great responsibility also can come great power. And it's in that spirit of that that I put this slide kind of together.

It's saying that if you act responsibly with AI, you can actually really draw on its power and it can be powerful in terms of what it can do for you. When I first started using AI with my clients, it was purely on an informal kind of basis where it's information purposes only. And my clients would want to know outside of sessions, what can I use it for?

And what is it? And where would it be helpful? And you can use that to inform what you might do in sessions, but you might not formally include it.

So, the AI informed stage is the first of four kind of levels of AI adoption into any kind of practice. It's been used in therapy as well as in coaching. But the very first one, if you look at the bullet point at the bottom of it, is the AI is just there to inform the coach, but it's also there to inform the client as well.

The client could be using AI outside of the coaching relationship. And in the case of the coach using it, they could be using it to get suggestions for how to guide a client in the actual dialogue they have with the client. Now, they're not actually using it in a session.

They're just using it to shift their perspective. The next stage is that suggestions from the AI actually are used for actual guidance in the session. Now, the AI still isn't being used in the session.

It's being used outside by the coach to try and get specific guidance points on how to help the client in terms of questions to be asked and those kinds of things. So, this is where the process is one where the coach utilizes suggestions, maybe even AI analytics, observations, forecasts. But the AI itself doesn't show in the actual dialogue or the session that a coach has with a client.

So, the AI informs and offers guidance suggestions to the coach and the coach filters them and picks the ones that he thinks or she thinks might be useful in an actual coaching session. So, for now, I'm just going to covering these two points. But later on, we'll be talking about how AI gets used in a session in a supervised way and also how ultimately it's possible for AI to be used by the clients in between sessions, but with some monitoring by the coach.

But it's mostly unsupervised. And it's also very similar to how many people are using AI through coach box, for example, where there's no actual human coach present. So, we'll talk more about the AI delivered and supervised and unsupervised approaches a little bit later.

But I just thought I'd at least introduce you those four stages. Today, we're going to focus on AI informed and AI guided approaches to using AI in coaching.

**Gabriel Powell**

Right. And if you look at the poll that we had earlier, most of you are using it in an AI delivered supervised way, from what I could see. Sorry, AI guided, excuse me, an AI guided way, the second one.

My bad. So, if you could keep that slide up, that would be super helpful. I just wanted to make a few comments.

Is that all right, Jazz? Yeah, because we heard a minute ago, I saw a question come in from Cath that she asked, are people using ChatGPT rather than a specific coaching AI product? So, that's a good question.

A specific coaching AI product, which I'll give you an example of. What was the name of OVIDA? I'm not sure if I'm pronouncing that right, but I'll put the name of it here.

OVIDA, you can do a Google search for that, is a tool that will actually listen to your conversation. You and the client know that it's being recorded and it's actually coming into the conversation. So, maybe you can say more about how that works, Chas.

**Jazz Rasool**

Yeah, OVIDA normally works after a recording has been made of a session.

**Gabriel Powell**

Got it. Apologies.

**Jazz Rasool**

So, what happens is a session happens, it's recorded on video, and then the video is fed into the software. And the software can spot what people are saying and what questions are being asked, how much silence there is, how much the coach is talking, how much the client is talking. And even align the conversation and dialogue to things like the International Coaching Federation competencies for coaching to see how much the coach is actually working their competencies as well.

And it's also stats and charts and statistics as well. And it's something that's also not just used by coaches, but it's used by organizations that want to evaluate the quality of people's interactions with one another, especially in collaborations or how a manager might speak to one of their reports, for example. So, wherever there's a relationship that needs to be assessed in terms of the quality of dialogue and exchange, then OVIDA can actually be the AI that will oversee it and provide all that information as a report.

And you can literally stop the video at a particular point, and it will show you everything that's going on at that particular point, as well as provide an overall summary, of course.

**Gabriel Powell**

So, that's an example of a tool that's supervising your coaching along the way, supporting you to become a better coach while also offering tools. So, I will give you a few examples of

AI-informed and AI-guided coaching. I like to think of AI-informed coaching as similar to how a coach might use Google search to look for information.

And that might help you research. It might help you summarize a coaching conversation, identify a few themes. But ultimately, the coach is interpreting and applying those insights independently.

It's more of a passive tool. So, when you start using it as an AI-guided tool, that's when you're using AI to provide intelligence that goes beyond just information. So, when you're using AI to summarize session notes that allow you to then turn that into a practice design, or you can turn that into a coaching program, or you might record some conversations with a team, recording individual team members to collect different types of data, qualitative feedback.

And then you might take that and feed that through the AI and start identifying themes and patterns through those conversations, and then from there, design a workshop or something else. You might turn it into a book or an article. There's So, much that's possible that you can do with AI-guided coaching.

But the more you do that, the more you run into client privacy and confidentiality challenges, because you're having to record your conversations and you need to get their consent. So, is there any, I think we've covered this slide quite well. Maybe we can, is this a good time?

You want to give them a brief preview? I think, yeah. Did you want to give them a preview of the complex dynamics that need to be considered at some point?

Yeah. This is just a preview, because we don't want to overwhelm you with too much information. Jazz has really thought through these things.

### **Jazz Rasool**

In brief, if any of you've done any coaching, especially when you're doing coaching with someone who isn't the person being coached, you have to work with a client who's asked you to coach somebody. Then that's a three-way relationship. That's traditionally called a tripartite or triadic kind of relationship.

And a little while ago, I looked at the amount of relationships people have to manage in a three-way relationship like that. It turns out that there's quite a few. I'll just be brief and say that for each person in a three-way conversation or working relationship, there's seven different relationships they have to manage with themselves, with each other, with the relationships, with the environment and those things.

If you multiply them all together, it turns out there's about over 340 dynamics just between three people. I'll just share it with you, the slide, but I won't go into it. I just wanted to mention to you that just with a three-way coaching relationship, there's that many number of dynamics.

Now, when you bring AI into the equation and make that your third party, you've got coach, the client, the person who's being coached, and an AI. AI has billions of people's worth of data in it. It has all these biases.

It has billions of dynamics. And when you add that into the coaching relationship, it's just not one extra person or one extra entity in the relationship, potentially connecting into billions of people's worth of dynamics. And many people just don't seem to be conscious of that.

So, be conscious. You're not just working with one single entity. You're working with something that's a sum of billions of relationships of people all around the world, all different sorts of mindsets.

So, I'll just share the picture with you, which illustrates that. But we'll talk more about this a little bit later. I'm just going to bring up the slide.

Everybody see that OK? Yes. OK.

So, you can see that the client's there, but then that client has a relationship to themselves. They can have a relationship to the AI. They can have a relationship with the coach.

They can have a relationship to their ecosystem. There's a lot of relationships. And I joked at one point, I said, these dynamics don't add up.

It's not 7 plus 7 plus 7 between three people, for example. They multiply. So, actually, it's 7 times 7 times 7, which is about 340.

Now, when you bring an AI into the equation with all of its complex dynamics buried in it, then it makes it exponential, the number of dynamics. I joked, and I said, if you bring an AI into a coaching relationship, you probably need another AI just to manage the dynamics. So, it's just something I'll briefly put up.

You'll have access to it obviously once the webinar finishes. But I just want to highlight that flag that this is not just a relationship of individual entities. There's always this complexity behind the scenes.

### **Gabriel Powell**

Yes. Now, we actually have some tools to help you make it simpler for you. But it is good to be aware that there's a lot of relationships involved.

So, I'm going to invite us into a little bit of a conversation. I would like to invite us to consider a polarity together. And if you've taken my course, you're familiar with this.

But we're going to have a little conversation together. Because if your goal is to enhance your productivity as a coach and become more innovative by integrating artificial intelligence with your human vision, your insight, and your creativity, then you need to learn to harness both of these intelligences together. Because this is the future.

This is an interdependent relationship. So, if you've ever looked at a polarity, maybe you've not heard of a polarity, but I'll briefly describe that a polarity principle says we need both AI

and our own human intelligence together working collaboratively as a team if we're going to achieve our greater purpose. Problems occur when we overfocus on using AI to the neglect of our own human intelligence.

You can imagine what might happen if I'm overfocusing on AI. So, I would be curious to have a quick conversation with you. And I will open up.

I have a PowerPoint that I'm going to fill out along the way. So, give me one moment. So, if you're thinking about how can you use AI, the first step toward ethical use of AI is to harness it intelligently.

So, that means becoming aware of when you might be overusing the tool to the neglect of your own intelligence. So, I would just love to invite us into a brief conversation. If you could write into the chat, I'll be copying and pasting.

And I'm going to ask you to consider what are some of the positive benefits that you see that AI can bring to your coaching practice? How could that enhance your coaching practice? What do you imagine becomes possible?

Take a moment to write something. Creativity. So, I can enhance my creativity.

Right. Yeah, more productive. Well, that is the goal, hopefully.

But what allows us to become, you know, more productive? New perspectives.

Right.

Yes. Reducing the amount of time it takes to do things So, that you can focus on what you do best.

Enhance creativity.

You can tailor tools for clients. I love that one. You can create your own tools for yourself, for myself and clients.

Okay. There's, yeah, managing complexities. There's a lot that we can do with that.

Expanding your mind, thinking outside of the box, coming up with new and different ideas. So, in other words, we're expanding your intelligence, taking what you're already good about and good and extending that. So, now consider what happens when you start to overfocus on AI to the neglect of your human intelligence.

What then might emerge? What are the downsides, in other words, of AI?

What might you lose by focusing too much? You might lose, right. Coaching will become mechanical. That's a big one. Coaching becomes mechanical. Exactly.

I could see that happening. I would, Marie-France says empathy, but I guess you mean a loss of empathy, perhaps.

Yes, sorry.

Yeah. Because you were asking, what are we losing? Right.

We're losing, right. We're losing empathy and presence and we're losing our sense of authenticity. Exactly.

All these things are lost. So, how do you know when you're starting to over rely on AI?

What's an early warning sign that tells you? How do you know when you're losing the human touch? What are the early warning signs?

It's good to know these things, to catch yourself in the act of over relying on AI. It's easy to do. So, consider that.

I would write that question down for yourself to think about later. What are the, how do I know when I'm beginning to overuse AI? So, we have a loss of alignment.

There's a sense that I'm losing control and alliance. Beautiful. When it feels like you begin to lack personalization, you don't feel confident anymore without the technology.

That's a good one. You start thinking you need the technology to do your work. Some of that's still true, but some of it's, you really need to feel confident in yourself still and really be grounded and centered in your own creativity.

Yeah. So, there's your, this is great. You're already on the right track.

Let me ask you to consider now, what are some of the beautiful benefits that you bring by relying on your human intelligence to the coaching equation? Just name a one that comes to mind. You have a great connection with the client, right?

So, there's an authentic connection. There's a sense of not knowing, right? Maybe we call that coaching presence, right?

What's, right. I'm going to add one for you. Original thought.

AI doesn't bring original thought. It creates new ideas and it creates new content based on its training data and predictions about what could be. So, you need to bring original thought and you need to bring your creativity.

Tracy says we can pick up on emotion through our body, I would add. AI cannot do that. So, that's great.

But what might happen if we start to over-rely on human intelligence So, much that we forget the use of AI? That's an interesting one to consider because it's So, we're So, new in the age of AI. What might the future look like if you're not harnessing AI together with your human intelligence?

Lost opportunities to serve the client. Yeah. I would say the coaches using AI are going to pass you up, right?

You want to do, yeah, you would project a lot of your own things. In other words, you're going to be more biased potentially than ever before. Without AI, you could potentially be even more biased.

Right. And you might, obviously your coaching standard is, yeah, is not So, good. Yeah.

And clients would be using AI and you wouldn't be able to meet them in that space. That's great. So, you're starting to get the idea.

So, how do we manage this polarity? We want to continue to leverage AI to be more productive, enhance our creativity, while also staying connected to our client. We want to be focused on doing things faster, better, more efficiently, while also staying centered and grounded in our coaching body, our presence, staying attuned to our heart.

If I'm summarizing a coaching conversation, I'm not just in my head, I'm in my heart. I'm feeling my client's world in and through my body semantically as I'm talking to the AI and getting responses from it. Then I know I'm incorporating AI into my service.

I am still an instrument of transformation. And yes, the bias can still come through our prompts, as Marie France says, but also I still would ask the AI to help me see my own bias. Okay.

So, hopefully you start getting the idea of what it might look like and what it feels like to use AI intelligently. So, now we need to get into the ethics of all this stuff.

But before I go, are there any questions, any comments about what is emerged? If So, I think you can unmute yourself or you can just raise your hand.

Marie France says that you have no problem in using AI with your clients, but just you have an issue with recording your sessions. That's a really good question. In fact, let me, we're going to get into that in the next segment about getting your client's consent.

But for now, are there any other questions or comments about the polarity? Great. So, I'm going to hand it over to Jazz, and he's going to introduce us to a really interesting chart that he created that compares AI coaching, AI augmented coaching with human coaching.

And what is possible with AI augmented coaching and AI coaching alone? Like what are its capacities? How can AI support human development presently today?

And how does that further compare you as a coach? So, Jazz, please.

### **Jazz Rasool**

Thank you. To set the stage, I think it's important to just be conscious of two things that led into the development of the chart that you're about to see. The first thing you're probably familiar with, which is it's about understanding the spaces that coaching operates in.

And that includes looking at the boundaries of coaching and how it nudges up against things like therapy, for example. The next thing to look at is to actually look at the not between coaching and therapy, but look at the boundaries between human delivered versions of

those and AI delivered versions of those. And there's not just boundaries, there's lots of grey zones in those areas.

And it's important just to get an overall picture of all right, what are we looking at here? And then specifically break down and say, where is AI good for being used in coaching and mentoring and therapy situations, but also where should we really leave things to human beings? And lastly, where are the grey zones that we really need to exercise extra care over and diligence over, especially from an ethics perspective.

So, I'll just share those diagrams and then you'll see we'll spend some time going into the actual chart which shows how AI ranges in its capability compared to human coaching capability. All right, let's bring this up. So, many of you might be familiar with this idea that coaching actually is something that is to do with the future and therapy is to do with the past.

And counselling is something that kind of crosses that territory a little bit. I've done it in a brief chart here that you can see. And as sessions progress, typically in counselling, you're going to be more and more focused in the present.

With therapy, it's usually just about the past and the present. And with coaching, it's moved from the present into the future. So, this is oversimplified, but I'm just showing you these are the kind of territories that we need to consider in terms of how people are helped over time and the different amount of proportions there is of focus on the past, present and future.

Now that leads into the next chart. And this is what I just mentioned to you about the fact that human coaching sits beside human therapy and human coaching sits beside AI coaching and also AI therapy. There are grey zones between each of these areas and as well as boundaries.

And it's really important to understand that when you're approaching those grey zones, you've got to be really careful with regards to things like psychological safety, ethics and contracting and those kind of things. But if we actually explore what this looks like in practice, what happened about a year or so ago was I mapped all those spaces and I came up with the following diagram. And I'll go into this in a little bit, but you can see that when it comes to AI, all the green areas here, those are the areas AI is pretty good at helping out people with.

But the areas that are red on the right and towards the top, not so much. And you can see that there are different kinds of capabilities that AI has and human beings have that need to be considered. For example, how good is AI at creating rapport, which is the most basic thing you've got to be able to cultivate when it comes to coaching, mentoring or therapy.

The next thing is, OK, you've got rapport, but can you bring about change and how can you develop people? And ultimately, higher up, there's concerns that ultimately relate to what goes on in organizations, what goes on with regards to EU compliance and how people adopt things. But I just want to look at the bottom bit of this chart because I think that's pretty important.

So, you can see the bottom part of this chart. It's all about rapport. Now, AI is pretty good at acknowledging people and appreciating them and even aligning to things.

It can even provide some kind of intellectual, cognitive form of sympathy and connect into what is irrelevant for people and create rapport through that means. However, it's intellectual, it's cognitive. It's not necessarily based on lived experience.

And the problem is that if it tends to go into that territory of lived experience, that's the area where there's a grey zone and there could be trauma, there could be triggers with the individual. So, you're crossing into territory, which is more to do with therapy. But ultimately, if you want to get the same experience as a human coach, then you need lived experience.

You also need to be capable of actual empathy for rapport, but not intellectual form of empathy or cognitive form or one just analyzed based on language and sentiment analysis or things like that. But no, something that's actually felt. And ultimately, it's going to really require consciousness.

The most significant thing of these things, of these spectrums, is the change spectrum. AI is pretty good at handling the lower common denominators of change, helping people change something in the moment, in a transactional way. Those transactions can be added up into a transition for someone, and maybe ultimately even into some kind of transformation.

These all focus on helping people change what they do and how they do things. But when it comes into the territory to do with helping someone change who they are, that's the transcendental kind of space. You're helping someone transcend who they are.

You're going to have to work with people's lived experience. You're going to have to work with their triggers and their trauma and all sorts of other things. And there are safe spaces which don't involve those things that coaching can go into.

But you'll see generally AI is good at generating content for people and maybe improving their competence and capability. But it doesn't necessarily change a person's capacity to do things or their consciousness necessarily. So, those are the most important basic things when it comes to looking at how AI can work.

But there are higher things now more recently that need to be considered. For example, the EU AI Act, there's a lot of risks associated with using AI. And we also need to look at the possibilities of how do we actually adopt AI?

Should we do an effort where we just bring it in? Should we maybe adapt to it first? Should we just introduce it slowly through augmentation?

Or should we actually not include it at all because it's something that really does require human discretion? Or is it somewhere where there's a grey zone where it's possible to use AI, but maybe it should be overseen by human beings? And the phrase that people use is to have a human in the loop.

But I've more recently been saying, actually, what we need is not just a human in the loop, we need to actually have a human on the loop, actually looking at what the loop is and

changing it if necessary. And ultimately, maybe even removing it and creating something new. So, it requires a meta kind of cognition, a higher level kind of critical thinking to be able to do that.

But the long and short of it is the AI is pretty good at handling the lower common denominator of change, changing what and how you do things that may require a human in the loop. But the higher stuff, where we're looking at changing who people actually are, things that require human discretion, that's where you need human in the loop, but you also need a human on the loop as well. Alright, So, I'm going to stop there.

And hopefully, that that picture gives you a sense of where AI is, you know, good and safe to use. And in the near future, more and more everything that's on the left-hand side of that chart is probably going to easily be able to be done by AI. But continue on an ongoing basis, you're probably going to find stuff on the right-hand side, it's going to start crystallizing into its own kind of sovereign camp, if you will.

I'll just finish by saying one thing. And if you if you practice like a robot, you will probably be replaced by one, if not become one. Alright, So, it's really important that even if you're a novice, if you don't just rely on standard models of coaching, but you actually draw on your own humanity.

And that's really important, because AIs don't have humanity, we do. Right? It turns out that your humanity is actually the most advanced technology in the room.

Okay, think about it. It's got 1000s and 1000s of years worth of data sets and algorithms genetically evolved over billions of people. And it is something that AI is currently trying to emulate.

Okay, So, as long as you draw on your humanity, your lived experience, your compassion, your empathy, those kind of things, you're always going to have an advantage over AI. But this isn't about getting an advantage. It's actually about building a kind of symbiosis between what's best in you, and what AI can do.

And if you can get it to be worked with in a reciprocal relationship, where your intelligence advances the AI, and the AI advances yours, including your empathy and humanity and those kind of things, that virtuous circle is going to lead to you advancing, it's going to lead to your clients advancing, and hopefully all the humanity advancing as a whole as well.

### **Gabriel Powell**

Well said. Agat loves your comment. If you act like a robot, you're going to be replaced by one.

Or be one. Thank you So, much. This is super helpful.

As you can see, we are still needed in for transformative coaching for transformational coaching. We are the instruments. And we are here to usher the later stages of vertical and ego development into the world, I hope.

At least that's my mission. With that said, I would love to, there are some questions that came up earlier that I've been collecting. And now's the time to bring up those questions.

And now we can start getting into the more practical bits on how do you actually get consent? What does that look like? And how do you record and document consent?

So, that you can feel more confident working with your clients. I'm going to kick it off with this question. Marie-France said, look, I have no problem in using AI with my clients.

But I have an issue with recording my clients. So, I'm curious, Marie-France, would you be willing to share with us your concern? And what are you concerned about around that?

**Marie-France**

Well, there's a couple of things, just a storage place of keeping all those recordings. But also, if someone gets information that I ask AI, like what somebody doing this, this and this might be like, it's one thing. But if the whole conversation with the whole internal turmoil is hacked, then it feels like I wouldn't have been the guardian, like I wouldn't have made it safe for my clients.

**Gabriel Powell**

So, if somehow the tool you're using gets hacked, and they get access to your client information, is that what you're saying? Okay.

**Marie-France**

Yeah, because my notes are still pretty general, like even my practices, there's not all like, I do a bit of a summary. But it's not as in depth as in a conversation.

**Gabriel Powell**

Got it. Yes, that's. So, I'll give you a few practical strategies around that, around recording.

And also how to maintain confidentiality. So, let me just check where we're at with that. Yes, in fact, that's right.

So, let me mention that. I'm going to demonstrate this with a couple of tools. For one, when we get consent with our client, the type of conversation I'm going to have with them is, I want you to know that as a coach, I'm starting to use AI in my practice.

I find that it really amplifies what I'm able to offer you. In fact, if we can record our conversations, and you're okay with that, we can both gain insights from it that are easier to gain because we've recorded it, and we don't need to take notes during the session. And by the end, I'm more able to turn around our practice, and I'll send that within an hour after our call.

So, I'm always stating the benefits of recording of what is the benefit to my client.

But I'm not trying to convince them.

So, I'll state the benefits, and I'll say, would you like to do that or not? It's also okay if you choose not to record. And then they would give me consent, and we would go from there.

That's getting verbal consent. So, I'm just stating that I use it, the benefit to them on offering them complete choice, being free from the outcome like a good coach, because

that's ultimately, we're here for our client's development, and I'm going to serve it whether I'm using AI or not. But most of my clients are, in fact, reminding me to hit the record button.

So, I noticed Abby said that herself, that her client wants her to record conversations. So, what do you do in that situation? Well, you have to ask yourself, are you okay with that?

Do you give consent? That's a good question to ask yourself. So, let's say you get consent.

What do you do then to protect your client's privacy? I'm going to give you a couple of very practical tips and tricks. So, I'll start with ChatGPT.

We all have likely used ChatGPT given it's the most popular. If you don't know it already, by default, ChatGPT uses anything that you upload to a chat, like a PDF or a Word document, for its training data purposes. So, if you upload a transcript of a client and you have their name and their company information and all their challenges, that is potentially used as training data for the AI.

So, you're going to want to turn that off if you want to truly honor privacy, or you need to do a quick find change inside of the document to change their name to an anonymous name, their company name to anonymous company name. And once you've anonymized the names, then you can be more safe about uploading it. Inside of ChatGPT, you're going to want to go to your profile and choose settings.

And from here, you're going to want to choose data controls. And here is where you can turn off improving the model for everyone. Now, ChatGPT offers that feature.

Other products like Claude, which is a well-known LLM, it doesn't even offer that option because it doesn't ever use your data for training purposes. Other tools like Notebook LM, it's a Google tool, highly confidential, uses business-level security. So, I trust Google products to some degree.

Correct me if I'm wrong, Jazz, you might think differently. But also Microsoft now has Copilot. And Microsoft takes business security seriously.

So, when you're using Microsoft Copilot, which means you can use AI right within Word and Excel and PowerPoint, it's powerful stuff, then you can be sure that your client data is private. So, always research the tool before you use it. Ask, do an AI search.

Hey, I'm concerned about my client's privacy. Can you research this particular tool and tell me how it safeguards my client's privacy? Does it use encryption, good security measures?

If not, and there are questions, I wouldn't use it for my client work. Is there anything you want to add to that, Jazz, if at all?

### **Jazz Rasool**

Yeah, I've used Notebook LM. We did a webinar with the EMCC in the new year. And it's one of those things which for notes is pretty good from the perspective that you can load up a bunch of documents.

And if you wanted to make an inquiry or you want to do an investigation, then it's really good at being able to help you do that. So, I know some people have got concerns about using recordings and even issues to do with confidence that it might reflect that if you use an AI, it might infer that you're not that great a coach, you're having to rely on AI. However, the things to consider here are, is it doing one of two things?

If it's something that's going to facilitate generation of insight, or it's going to turn an insight into something empowering and enable the agency of your client, then it's worth doing. Obviously, you need protection, you need safety in place to ensure that everything's quarantined. But I'll talk about that a little bit more later.

I just want to emphasize that if you are getting insight, and you are getting empowerment and improved agency, it's worth having a conversation about whether the client feels safe and brave enough to allow for the recording. Safety is one thing, psychological safety. But of course, in sessions, it's important that clients feel brave enough to share things as well.

And sometimes I may not say anything, but it might actually facilitate that if you were to use a technology where the person or a human being isn't necessarily judging them, and it's just being taken in a completely objective way. So, those are things to consider.

### **Gabriel Powell**

Yes, there are questions about whether or not the client would want to record, maybe they won't share as much. And sometimes what I'll do is I'll say, hey, you know, I noticed we're in a sensitive moment. Are you sure you want to keep recording?

Or would you like to pause the recording for this part? So, I'm always checking in and getting consent along the way. And I never force my clients.

If one of my clients is afraid to say no, I'm likely to sense that and offer them, are you sure you want to record? Because if you don't, that's okay. Because if they don't record, as a coach, I'm going to be, I'm going to end the conversation, I'm going to get out my phone, and I'm going to record and dictate all of the insights.

I'm going to do a quick download. I'll speak for 15 or 20 minutes. And then I upload that as a transcript, and I ping off of it with AI.

So, I make my own summary in the end. But So, I wanted to make, always go with what your client wants. We're serving them, not us.

And if a client wants to record and you don't want to, I would invite you to work out that with them. That's a bit of an edge case. And I have discovered in my coaching, honestly, when I begin conversations with AI, my coaching clients never question it again.

In fact, they always remind me because they feel the power and the benefit of it. After just two conversations, they're sold. So, they want more of it.

In fact, I've found my clients becoming just as unfiltered with or without recording. That's been my experience. And I've been recording most of 90% of my conversations for two years, the ones who give me consent.

So, just painting a more realistic picture of how I've experienced it. But obviously, we all serve different clients. Some are more corporate, and they may not want to be recorded for a good reason.

**Jazz Rasool**

Just one thing.

**Gabriel Powell**

Please, yes.

**Jazz Rasool**

If you go back to the roots of coaching, I wrote some posts about this recently about Carl Rogers, six necessary and sufficient conditions for the practice that he was in. But it's the three things that everybody knows about, as regards to his work is the importance of establishing empathy, and congruence, and also unconditional positive regard. Now, if your process of using AI and way of contracting it is something that serves those things, if it continues to sustain or support or refine empathy, or congruence or unconditional positive regard, then you're doing something that's, you know, for the best value for your client.

But if at any time, empathy is something that looks like it's being undermined, or you're finding that congruence is no longer there in terms of genuineness. And lastly, the regard that needed for your client is not there because things might get directed, for example, by the AI, you need to pull back a little bit, and then step back in when you see those things improve again, things like the empathy again, and congruence and unconditional positive regard. So, the skills as coaches you already have, you just need to be conscious that with AI, you need to keep a bit more of a close eye on the dynamics that get created positive as well as negative.

**Gabriel Powell**

Thank you. So, Jazz, you're going to take us through consent a little bit more we've talked about consent is not a one time thing. As you notice, I would ask verbal consent, then if during the session, it feels like a sensitive subject, I'll ask for their consent again, because I always have my clients privacy and best interest in mind.

So, we've talked about that. And now Jazz is going to introduce us to a kind of a simple tracking system that you can use.

**Jazz Rasool**

Yeah, So, the first thing to think about with regards to consent is to recognize it's something that's a duty of care, action, it's an act of due diligence. And it's centered on ethics at the end of the day. Because when you're working with someone, and you're doing something that's likely to change their nature, and change their behavior, it's important to have consent to progress with that transaction, that transition, that transformation, or that transcendental moment that might even lead them to go to a place where they're not feeling as brave as they were, or they're feeling vulnerable in a way that they don't want to be actually exploring. So, typically, when consent is gained, it's something that comes as a result of a guideline being signed on. And that's the contract.

But actually, it begins a lot sooner than that, if you think about it. When you're marketing yourself out there in the world, people might not know that when they're those people who use AI. So, having transparency is a key part of ethics is really important.

But the challenge is, where do you choose to be transparent? Do you choose to be transparent in your marketing materials? Do you choose to be transparent in your chemistry conversation?

Do you choose to be transparent in the moment the person actually sees a contract? Or do you are you transparent in the moment when you happen to be in a session, and you feel it might be helpful to have AI helping you in that situation? So, transparency and the timing of it, the continuity of it is really an important part of consent.

And now, as Gabriel's highlighted, many people look at consent, and they think it's a one-shot thing. It's a one-time thing. All right.

So, often, when you go to a website, these things come up telling you to accept terms and conditions or things to do with data, and you never see them again. But with new laws, especially EU AI laws and data laws, there's a recognition that the consent people give first time is something later on that gets taken advantage of. People change their protocols, they change their algorithms, they process data in different ways.

But they don't go back to the person and seek consent for this new way of working with their data. And they continue to rely on the original consent that they actually got. Now, when it comes to use of AI in coaching, especially in session after session, it's possible you're going to be using AI for different purposes for different intentions.

And technically, for every single intention you have; by using AI, you probably need to get consent. It doesn't matter where you got the consent before. Like, for example, summarizing notes or something like that.

There might be a situation where what was discussed in a particular session, that is too private, or it's too sensitive. And in that situation, you do not want summarization by an AI to happen. So, it's important to recognize that you need to look at consent as a live, unfolding relationship.

It's not a tick box, it's a relationship. You need to have a relationship with consent. You need to make sure that the relationship your client has with consent that they're giving to you to work with AI is something that's always live.

It's always alive. It's not something...

### **Gabriel Powell**

Right. A simple way that I do that is I'll say, hey, you know, great to see you again. It's been two weeks. Nice to see you again, client.

Let me know when you're... Would you like to record today's conversation? That's what I'll say.

Would you like to record our conversation today? And they'll say yes. Okay.

I'll let... And I'll sometimes... They want to record it, So, I let them have recording rights, So, they can download it to their computer.

Or I'll record it. Either way. We come up with an agreement on how we do that together.

So, did you want to share the consent form now? And I can share my screen to show what that looks like, and you can help us understand what it's for, Jazz, and why we might fill it out.

**Jazz Rasool**

I think you've got the consent form, haven't you?

**Gabriel Powell**

Yep, I do. I'll share it. This will be available as a download, and I'll also put it into the chat for those of you who are here live.

So, yeah. How does this work?

**Jazz Rasool**

So, the thing I mentioned was the need to have a rolling consent, a live consent. And that rolling consent is one where wherever you have an intention to help a person, and you are going to be doing something which captures information, at least, captures some kind of data, all right, you should probably log that. So, it could be, as I said, something as simple as agreeing to a recording.

But then later on in the relationship, there might be an agreement to have AI summarize the recording. That's another touch point where you've got to put in the date, you've got to indicate which tool that you use, whether it's something like Read AI or Otter or ChatGPT. Why are you doing that?

Why are you summarizing the notes? Why are you doing the recording? And what consent was given?

Was consent given just to use the AI for summarizing the notes and nothing else?

**Gabriel Powell**

Right.

**Jazz Rasool**

Or was an ongoing permission given to not just summarize those notes, but also anything that might be related to them as well? So, one of the things you've got to put when it comes to purpose and consent areas, especially in the notes, you've got to be very specific about scope. Right.

So, scope and typically scale, which is how big do you want to be able to take this, all right? So, what subject area and how many things typically is that consent going to be applied to? And in the notes, you can put in things that might relate to things like concerns, for example, or caveats.

Under what conditions does this no longer apply, for example? So, if you come back and look at that consent, you might see that it's terminated, it expires in a week's time or by the next session, for example. And that way, it's only used for a specific amount of time.

So, scope, scale, and also the actual duration or lifetime of the consent, these are all very important things. You should never assume that any consent is for eternity.

### **Gabriel Powell**

Right. And this is taking it the extra mile, So, to speak, but it's good to cover yourself legally. So, maybe you can say why that's important from a legal basis, Jess.

### **Jazz Rasool**

Yes. Probably the most significant thing that everybody really ought to pick up their ears about with regards to this is to do with your professional indemnity and liability insurance. Okay.

Now, when I first did a presentation on risks to do with AI that were highlighted by the EU AI Act in 2023, one of the questions that came up when I was talking to people about it was if harm is brought about through the use of AI or psychological safety is threatened in some kind of way, and the client brings a case against the coach because of it, then what happens in that situation with regards to the insurance that's supposed to protect them professionally, specifically professional indemnity and liability insurance.

And I actually spoke to actuaries, the people that figure out the odds and risks of insurance cover, and spoke to some insurance companies. And typically, cybersecurity or IT kinds of cover usually cover things that you would expect that include things like AI. But when I spoke to actuaries and I spoke to the insurance companies, they told me no, when it comes to AI and any kind of harm or issue or case that's brought up in terms of liability, it's not very clear whether your existing insurance will cover it.

In the case where the harm is minimal, they might pay out against the claim. If it's a bit more serious, they might not just pay out, but they might increase the premiums of your insurance. And then the last two levels of seriousness are such that one of two things will happen.

Either the insurance company will void your policy altogether and cancel it because it was a serious kind of form of negligence of some kind. And if it's really, really bad and egregious, the insurance companies will have a responsibility to report what happened to other insurance companies. And you can end up being blacklisted.

You may never get a professional indemnity or liability insurance ever again. And for most organizational work, you need insurance. And it means all that's gone.

And it's all gone because you failed to exercise appropriate diligence and duty of care with your clients. And your insurance companies are just not going to cover your back basically because of that. So, do check your insurance.

Check that it's something that covers liability with regards to anything that is to do with AI-based outcomes. And you might find it's supported under your existing technology policies like cybersecurity and data and So, on. But there's that wide variation all over the world.

Yeah. I'm just saying.

### **Gabriel Powell**

And every local law is slightly different. So, thank you. So, in the last 15 minutes together, I want to make sure and give you access to two things.

One is an AI usage policy, which declares how you use AI in your coaching business. And it's something that you can, if you have a website, publish on your website. Or you can just provide it as a handout for your information only sort of handout.

Or you can even get their signature on it. So, there are different ways to use it. And then some of you have a contract.

Not every coach uses contracts. But I would encourage you to have one. So, if you don't, you can use this as a starting point for making your own contract.

And if you already have a contract, you can use this as inspiration for updating the one you already have. So, I'll go ahead and introduce this to you. For first of all, we have here, I've provided this in the form of a PDF.

And So, this is an activity to update your AI usage policy. And literally, it describes what it is and why create one. So, I like to think of an AI usage policy like a privacy agreement or a privacy statement on a website.

They seem to be more important in the EU where we have GDPR compliance to be concerned about. But a lot of states in the US also have strict compliant regulations. And So, privacy statements are becoming more commonplace in websites.

And I would add an AI usage policy if you plan to share. This is part of being transparent. So, this clearly transparent, all the tools you use, it reassures your clients that you're handling their personal information with care.

It ensures that you meet legal obligations, as we just talked about. And it also helps with your, make sure you're practicing and demonstrating your commitment to the ICF ethical standards. So, you want to make sure that you cover, here are the steps to developing that.

I'm giving you a Word document, and then you're going to need to go through and replace all of the placeholders with your own information. So, let me show you how that looks in Microsoft Word. Here, I'm giving you an important notice.

This is intended as a reference guide, and you really need to develop this to match your own coaching and services. But ultimately, it says, hey, look, I care about protecting your privacy. And this is how I protect your privacy.

Here are the tools. Here's the role of tools. I want you to know that I use AI tools to support my work.

It will never replace my judgment as a coach. And I want you to know that your explicit consent is required to record our coaching sessions. You have the option to opt out at any time.

And I described the limitations. Also, what information do you collect from your clients? Their name and their email address, their phone number?

Do you collect and save their gender and occupation? Do you collect and save their coaching goals, session notes, assessments, and other information? If So, you should write it down.

What do you collect? What don't you collect? And why do you collect it?

And what is the method? How do you collect it? And how do we use your information?

I store it on Google Drive, or I store it on Dropbox, or I use it to tailor my coaching practice. I use it to track your development. I mix that up a little bit.

This is how you use it, and this is the actual third-party services that you use, including Dropbox and Google. So, here you're describing all the tools that you use So, that they know what you are using in your coaching. If this is a living document, that means every time you start using a new tool for your coaching, you'll need to update your privacy agreement or your privacy statement.

So, moving on forward, basically, you can get their consent, and this could become your contract if you want.

The other one I want to share is a contract itself.

I will be providing you a PDF of these instructions that are available for download. So, this is an activity on updating your coaching agreement template. In this case, why would you want a contract?

It's a coaching agreement. It's a formal document that outlines the terms and conditions of your coaching relationship. And So, with that said, its goal is to define the roles and responsibilities of yourself and the client.

It clarifies expectations. It sets boundaries. It also prevents misunderstandings, and it provides a framework for how you address issues.

So, here I describe more about the key aspects of a coaching contract and what should be included in it So, you understand. And then moving on down, I give you steps for upgrading your own document, which I will switch over to what that looks like here. I will share with you what the Word document looks like that you'll be receiving.

This coaching contract or agreement is literally based on the original ICF contract. So, that's good news because we're building upon a contract that's already standardized. You still need to update it and make it your own.

And this is a list of everything that I've added. I've added a confidentiality clause, a section on the AI tools that I use, which is a repeat of what is inside of the AI policy, the usage policy that we showed a moment ago. And then we have client consent options.

Here I'm allowing the client to opt in or out of consent in its own section. So, let me show you these additions. So, if I scroll down, a lot of this is the same as the original.

But if I keep going, you'll see that I have a new section within confidentiality. I've updated the confidentiality about AI tools and how I use them. Down here, we're including a new policy on use of AI tools.

The coach may use AI tools such as audio transcriptions to enhance the coaching process. The role, again, a lot of this is the same as what you saw in the usage policy. But this is more of a contract.

So, you can include it in the contract and it's there. Long story short, the client can agree or refuse here. And that allows them to consent in or out of the use of AI tools while also being able to sign the entire contract at the end to say yes to everything else.

So, with that said, is there anything you want to add to that, Jazz, before we bring that part to a completion? Something that I may have overlooked or missed?

**Jazz Rasool**

Yeah, something that you can add if you want to. If you don't want to have a one place to sign for all AI tools, it's possible for you to just put some checkboxes to the right of each of those AI elements.

**Gabriel Powell**

Ah, right on the left.

**Jazz Rasool**

Yes. So, someone might say, I'm OK with it with regards to certain things and the other things they can leave alone. So, they can agree to specific clauses if they want.

We don't want it to get too legalese, just enough for them to pragmatically see what would actually be used in practice. And So, that combination of using checkboxes, as well as that final sign on the bottom, that ensures that you have a little bit of flexibility with it.

**Gabriel Powell**

There's a great question that came up. So, even if you use AI as like a Google, do you need to get this form of consent? In other words, the AI, you're using it in the background, like a Google tool.

Would you then inform us to get consent?

**Jazz Rasool**

Anywhere where you're formally using AI as part of the actual delivered coaching process, you probably need to register and log every time you're doing that in your little consent sheet. However, if you're using AI in an informal way, the AI informed way, which you mentioned earlier, Gabriel, with regards to using things like Google, if it's not a formal part

of your relationship with your client, then you don't need to be registering using AI every time you do a Google search in that situation. However, if you did do a Google search and you use the results in the coaching process with your client, somewhere down the line, someone might ask you for providence and say, well, where did you get that from?

And in which case, if you know that you're going to take something in an AI informed way, and you're going to transfer it over to an AI delivered way, these junction points where you're switching from one way of using AI to another, they're really critical. They're the things that can trip you up if you're not careful. So, anytime you move into AI delivered or AI delivered and unsupervised, always make sure whatever you're bringing into that situation is something that you've got a record of.

### **Gabriel Powell**

Hopefully that begins to answer your questions for now and gets you started. Maybe you have more questions than you came with, and that's a good thing. But hopefully this begins to at least set you forward on the right step to be considering how to use AI.

So, with that said, I just shared a few things. We'd love to have you join the AI coaching intensive. It's two half days.

It's designed to get you up and running quickly with AI in your coaching practice. And you'll see there's a discount code to save **\$100** if you use the code **AIMastery100**.

<https://www.aicoachingmastery.com/>

And then also we'd love to have you follow Jazz's work.

You'll see I shared a LinkedIn group that you can join, the website for AI Coaching Alliance, and you can follow Jazz on LinkedIn. And I know many of you follow me on LinkedIn, but I'll go ahead and give you my LinkedIn address as well. I am happy to stay back for a few more minutes.

- LinkedIn Group: <https://www.linkedin.com/groups/12975319/>
- Website: <https://aicoachingalliance.com>
- Jazz Rasool: <https://linkedin.com/in/jazzrasool>
- Gabriel Powell: <https://www.linkedin.com/in/gabrielpowell/>

And if you have any questions, feel free to hang out with us for a few more minutes, but we understand if you also need to go, we are at time. So, if you have burning questions, you're welcome to stay. Thank you, Jazz, by the way.

Any final word from you?

### **Jazz Rasool**

Yeah, I think what we've done today has not been too heavy. It's been light enough and digestible enough for people to know how to answer the question, which a lot of people typically ask me, which is, where do I begin? You know, and if it's something that's been in service to that question and it's helped, then the next step obviously is now that you've begun, how do you want to build on this?

And of course, going to Gabriel's course is a step towards that. I would encourage each of you though to join the Alliance group because I regularly post there anything that comes up to do with AI that might have any kind of bearing to do with things like coaching and mentoring and therapy specifically. I'm oriented towards coaching more than mentoring and therapy, but anything which comes up which might help illuminate coaches and just make them better informed and likely to be competent, literate and fluent, you'll find stuff there that might be helpful to you.

**Gabriel Powell**

Awesome. So, we'll be following up with an email that will have the video replay as well as the links to all these downloads again, but you have many of them if you've been following in the chat. So, with that said, if there are any remaining questions, we'll hang out for a few more minutes.

So, if you have a question, feel free to unmute yourself. Vitus.

**Vytautas**

Hey, Gabe.

**Gabriel Powell**

Nice to see you, my friend.

**Vytautas**

Yeah. Hi, Jess. Thanks.

Thanks for this webinar. And I know it's not a topic of this one, but just I'm curious, can you quickly share an example of a prompt that you use to process a client conversation recording?

**Gabriel Powell**

Yes, I'd be happy to. I'd be happy to. Let me share my screen.

This is something we do in the course as well. So, let me use a coaching conversation that's been made public. So, I will quickly grab that.

Yes. So, here's a coaching conversation. And that was with Jennifer Garvey Berger.

So, then. Say again.

**Vytautas**

She's a coach.

**Gabriel Powell**

She's a coach. Oh, yeah. So, this is an entire coaching transcript.

And the sky's the limit. I need to ask myself, what kind of information do I want to capture from this transcript? So, I would say summarize this conversation between a coach and client.

So, please type into the chat what you want me to recapture. What would you want, Vitus?

**Vytautas**

So, I would probably ask to emphasize some themes.

**Gabriel Powell**

The key themes? Like what kind of themes? Insights?

Aha moments? Aha moments? What else might you want to capture?

**Vytautas**

So, probably what was out of the coaching program as it was structured before?

**Gabriel Powell**

Yeah. How was the conversation structured? What could I have improved?

Right. So, I mean, there's all kinds of questions we could ask. Then if you gave it more training data, like if you gave it the your coaching methodology binder, then you can have it check against your coaching methodology how well you did.

So, let's just start with that. And then chat GPT is reading the transcript and extracting the information. So, if I've had the conversation with the client, I know what I'm looking for.

I know what I want. As an integrally informed coach, I use metaphors. So, I might say, pull out the metaphor language that we used, or we may have co-created a practice during the session.

I get smart. I co-create the practice with them. Then I have the AI summarize it and quickly write it up for me.

But I've already designed it with my client in the session. So, the AI can write that up. And then I ask it to write the email.

And I've trained it on my writing style and my brand. So, it knows how to write content that's authentic to me. And So, I teach people how to make your own AI tools to do that with.

So, then we read through it and we can see we've got, there's a scaling leadership challenge, there's teaching intuition, there's all these things, there's insights and aha's, she realizes her issue is like this, and So, on. One other thing I might ask is, can you provide an overview of the clients emotional journey throughout the conversation? And then if you didn't know to ask that question, you wouldn't know that you could get the information.

So, you need to use your creative imagination. The hardest part is knowing what you want and how to ask for what you want. But as soon as I do, look, she began feeling overwhelmed and uncertain.

That moved into frustration and doubt. That eventually led to a breakthrough moment, which eventually led to a perspective and a shift in her energy. The jazz metaphor became apparent.

And that reframed it to a place of excitement and inspiration. Does that sound like a powerful coaching conversation?

**Vytautas**

Oh, that's very helpful.

**Gabriel Powell**

So, then I could do, the sky's the limit. I can turn this into an article or a poem for my client. That's, use your imagination, in other words.

And that's where your creative authority comes in, where your unique thought needs to amplify what AI intelligence can do.

**Jazz Rasool**

And if you use it alongside of an ethical approach, then for example, you go into that, and you could ask where any boundaries merged up against, where the things that I need to be careful of with regards to psychological safety. And those kind of flags are important because if there are areas that you've never wandered into before, and you didn't know that you were doing it, it'd be really helpful to have those flagged up So, that at least next time you would be conscious of those.

**Gabriel Powell**

Yes, one of the things I continue to teach in the course is adversarial prompting and self-reflective. So, I'll even say, can you share some reasons why my approach may not have been the right approach? Could you tell me a reason why that wouldn't work, for example?

So, that's an example of an adversarial prompt. Long story short, hopefully that offers you a sneak peek into what's possible. Cool, thank you.

That's very helpful. Great. Is there one more question?

We have two minutes, and we'll bring it to a completion. All right, be well everybody. And thanks, Jazz, for your partnership.

Talk soon. Thanks, Yael, for your help as well. Be well, everybody.