

**Prof. David Clutterbuck, PhD**

Keynote, 13. Juni 2018

When will Artificial Intelligence take over Coaching?

“When will robots (or artificial intelligence) take over the role of coaches?” If you think the answer is “No time soon”, think again. AI avatars are already outperforming therapists in diagnosing and supporting trauma victims.

An AI has several significant advantages and disadvantages compared with a human therapist. Among the advantages are that it is less likely to be distracted and that it can multitask. Among the disadvantages is that it lacks the ability to draw on wider life experience, the associated skill of intuition and the ability to connect at the level of shared values, which underlies the creation of professional friendship.

Implications for coaching and coaches

As with any major technological change, there are winners and losers. The losers will be the basic mindset coaches, unless they up their game and develop greater maturity in their practice. A rough estimate from observation of accredited coaches in coach assessment centres is that at least three out of five are stuck at very basic levels, where most of what they do can be done as well or better by adaptive algorithms. By contrast, mature coaches with a wide portfolio of approaches and deep reflective skills will be able to use AI to enhance their coaching conversations. In essence, they will form partnerships with AI, to the benefit of both themselves and their clients.

Bio

- Co-founded European Mentoring & Coaching Council (now Special Ambassador for the EMCC)
- Visiting professor, Sheffield Hallam, Oxford Brookes & York St John Universities
- Author of 70 books (including several books of comic children’s stories)
- Reputation for asking “massively difficult questions” that oblige people and organisations to think
- Works with learning and socially disabled children and adults to promote social inclusion
- Loves being a granddad!

Literature (a selection of books)

- Building and Sustaining a Coaching Culture (2016)
- Coaching Supervision: A Practical Guide for Supervisees (2016)
- Everyone Needs a Mentor (1985, 2014)
- Beyond Goals (2013)
- The Talent Wave (2012)
- Virtual Coach, Virtual Mentor (2009)
- Coaching the Team at Work (2007)

E-Mail david@davidclutterbuckpartnership.com