

EXECUTIVE COACHING & AI

2023 REPORT

Analysis of Coaching in the Age of AI: Trends, Challenges, and Implications

"The main value of this document lies in its comprehensive coverage of several crucial aspects related to coaching, leadership, and the impact of Artificial Intelligence (AI) in the workplace." AI

MINDS  PEARLS

RED PEARL 
BUSINESS CONSULTING

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Do only the best leaders need a coach in the era of AI?

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*“We all need people
who give us feedback.
That’s how we improve.”*

Bill Gates

” In the era of AI, coaching is not just for the best leaders; it’s for leaders who aspire to be their best, adapt to change, and navigate the evolving landscape effectively.” AI

Introduction

This is a summary report of the findings from numerous studies covering coaching, with an emphasis on executive and leadership coaching. This document has been created in order to increase leadership coaching awareness as only 16% of managers are using coaching skills at work (11% women and 4% men). It also addresses matters concerning the mass application of Artificial Intelligence in the workplace and its consequences for leadership.

Worries related to Artificial Intelligence are derived from: 1. the 2023 Work in America survey published by the American Psychological Association (https://www.apa.org/pubs/reports/work-in-america/2023-work-america-ai-monitoring?utm_source=linkedin&utm_medium=social&utm_campaign=apa-workplace&utm_content=work-in-america-2023-tech). 2. Checkr - The background check with machine learning models and real-time data network, <https://checkr.com/resources/articles/ai-workplace-survey-2023>, 4. Pew Research Center which assists journalists by providing timely information on the issues, attitudes and trends shaping the world. <https://www.pewresearch.org/social-trends/2023/07/26/2023-ai-and-jobs-appendix/>, and 5. The Current Read hot takes and in-depth perspectives from the industry's eminent leaders, thinkers, and influencers. <https://www.thecurrent.com/gen-z-ai-readout>.

Appropriate leadership responsibilities come from a Forbes article on the topic (<https://www.forbes.com/sites/forbescoachescouncil/2023/06/21/what-is-the-main-responsibility-of-leadership-in-the-future-of-ai/>).

The characteristics of a good leader are sourced from the Center for Creative Leadership (<https://www.ccl.org/wp-content/uploads/2022/08/10-characteristics-of-a-good-leader-action-guide-center-for-creative-leadership.pdf>).

A very important statistics being studied here from February 2022 is the "2022 ICF Global Consumer Awareness Study Final Report" by ICF (International Coaching Federation) which is an extension of the previous material about coaching awareness published by ICF as „2017 ICF Global Consumer Awareness Study" (https://cplatform-files.s3.us-east-2.amazonaws.com/resources/ICF_2017_Survey.pdf). This information regards opinions and answers from over 30000 respondents about general coaching matters (population, gender, generations, purposes, markets, etc.) in 30 countries and territories (<https://coachingfederation.org/blog/consumer-awareness-research-2022>). As coaching in its pure form is understood only by (25%) of ICF respondents (19% of the entire population) and is misconstrued with mentoring (30%), training (18%), consulting (17%) and counselling (8%), the need for understanding the meaning of coaching in general and its multidimensional benefits for every human being seem pivotal for our development and future wellness. The more people learn it ASAP the better. In order to generate direct and more precise data about executive coaching and related organizational matters (managers' development areas, most desired executives' competences, outcomes of executive coaching, etc.), two other ICF reports were analyzed: https://coachfederation.org/app/uploads/2017/12/2016GCS_FactSheet_ManagersandLeaders.pdf, https://coachfederation.org/app/uploads/2017/12/2016_ICFGlobal_CoachingStudyExecutiveSummary-2.pdf which provided answers questions such as: "Which managers use coaching skills?", "Which skills develop them the most?", "How important are credentials?", and "What are the limitations of coaching?" .

In order to present more concrete data about leadership coaching and the latest leader development areas and practices, "Leadership Coaching Report 2021" of Sounding Board Inc. <https://www.soundingboardinc.com/leadership-coaching-report-2021/> along with "the Executive Coaching Industry Research 2020" by CoachSource, LLC https://cs.coachsource.com/drupal7/sites/default/files/common/imgThLdr/EC4R_2020_Final_12-10-2020.pdf were studied and presented in excerpts.

Trends and emerging areas of coaching have been analyzed by studying: an ICF blog, <https://coachfederation.org/blog/21025-2>, <https://www.elevatecorp.com.au/2019/03/26/8-trends-that-will-define-the-future-of-executive-coaching/>, and the above documents.

If more information is needed, I will gladly help and I look forward to hearing from you : dominik.szot@mindsandpearls.com

The ten characteristics of a good leader

1.Integrity:

Ethical decision-making and a commitment to honesty and integrity are essential leadership skills.

2.Delegation:

The ability to delegate effectively, empowering team members to grow, collaborate, and make decisions.

3.Communication:

Skillful communication, including listening, transmitting information, inspiring, and coaching team members.

4.Self-awareness:

The capacity to understand oneself, recognize strengths and weaknesses, and increase self-awareness for more effective leadership.

5.Gratitude:

Demonstrating appreciation and gratitude in the workplace, which can enhance leadership effectiveness.

6.Learning Agility:

The ability to adapt and excel in unfamiliar circumstances through practice, experience, and effort.

7.Influence:

The skill to convince and inspire others through authentic and ethical means.

8.Empathy and Inclusion:

Displaying empathy and practicing inclusive leadership behaviors to improve workplace conditions.

9.Courage:

The willingness to speak up, address problems, and engage in truth-telling rather than avoiding conflicts.

10.Respect:

Treating others with respect daily, which fosters trust, reduces tension, and enhances leadership effectiveness.

12 leadership behaviors regarding the worries related to AI

- 1. Clear and Honest Communication:** Leaders should communicate clearly and honestly about the use of AI and monitoring technology in the workplace. Fear of the unknown and a loss of control can lead to psychological distress. Providing information and allowing employee input into such changes can alleviate these concerns.
- 2. Address AI Anxiety:** Recognize that concerns about AI and technology replacing jobs are common among employees. Leaders should acknowledge these concerns and provide reassurance about the organization's plans and strategies for adapting to technological changes.
- 3. Promote Psychological Well-being:** Leadership should prioritize the psychological well-being of employees, taking proactive steps to ensure that the workplace is conducive to good mental health and implementing mental health programs, stress management initiatives, and support systems.
- 4. Value and Recognize Employees:** Leaders should make employees feel valued and appreciated in the workplace. Recognize their contributions and show appreciation for their efforts. Feeling valued can mitigate concerns about job obsolescence.
- 5. Ensure Privacy and Respect:** Leaders must respect the privacy of employees and address concerns related to invasive monitoring technology. Implement policies and practices that respect employees' privacy rights while ensuring that monitoring is used for legitimate purposes.
- 6. Offer Training and Support:** Provide training and support to help employees adapt to technology changes and acquire new skills. This can help alleviate anxiety about job obsolescence and empower employees to embrace technological advancements.
- 7. Foster Inclusivity:** Create an inclusive workplace culture where employees from diverse backgrounds feel respected and included. Inclusive leadership can contribute to improved psychological well-being and a sense of belonging.
- 8. Monitor Employee Sentiment:** Regularly assess and monitor employee sentiment regarding technology changes, job security, and workplace well-being. Conduct surveys and feedback sessions to gather insights and address concerns promptly.
- 9. Promote Work-Life Balance:** Encourage a healthy work-life balance to prevent burnout and stress associated with technology-related changes. Flexible work arrangements and support for employees' personal well-being can be beneficial.
- 10. Retention Strategies:** Recognize the importance of employee retention. High turnover can be costly and disruptive. Implement strategies to retain valuable talent, especially among those who express intent to seek new employment due to technology concerns.
- 11. Engage with Concerned Workers:** Engage with employees who express concerns about technology and AI. Listen to their feedback, involve them in discussions about workplace changes, and address their specific concerns.
- 12. Educate Leadership:** Ensure that leadership teams understand the impact of AI and technology changes on employee well-being. Leaders should be trained to lead with empathy, adaptability, and a focus on the human side of technology integration.

What is the main responsibility of leadership in the future of AI?

Top 15 skills for 2025

- 1 Analytical thinking and innovation
- 2 Active learning and learning strategies
- 3 Complex problem-solving
- 4 Critical thinking and analysis
- 5 Creativity, originality and initiative
- 6 Leadership and social influence
- 7 Technology use, monitoring and control
- 8 Technology design and programming
- 9 Resilience, stress tolerance and flexibility
- 10 Reasoning, problem-solving and ideation
- 11 Emotional intelligence
- 12 Troubleshooting and user experience
- 13 Service orientation
- 14 Systems analysis and evaluation
- 15 Persuasion and negotiation

Source Future of Jobs Survey 2020, World Economic Forum

„Following recent mass layoffs in big corporations this year, all leaders in all organizations need **to look around and look after their employees much more than before and teach them to learn and develop new skills when they face the challenge of losing a job.** In the future—which is essentially now—more people will need **compassion, understanding and empathy** because the faster we automate everything, the easier it is to replace humans with computers.”

Why is Executive Coaching the preeminent solution for AI?

Executive coaching stands at the forefront of addressing the unique leadership challenges presented by the rise of artificial intelligence (AI). In the ever-evolving landscape of business, executives are grappling with the need to navigate the complex interplay between technological advancement and effective leadership. Here's why executive and leadership coaching emerges as the preeminent solution to these challenges:

- 1.Human-Centric Leadership:** AI may excel in data analysis and automation, but it lacks the emotional and empathetic qualities essential for leadership. Executive coaching hones these distinctly human attributes.
- 2.Adaptive Leadership Skills:** With AI constantly reshaping industries, leaders require adaptive skills. Executive coaching offers personalized guidance to enhance these skills swiftly.
- 3.Complex Problem-Solving:** AI can handle routine tasks, but complex issues necessitate nuanced human decision-making. Executive coaching fosters critical thinking and problem-solving capabilities.
- 4.Emotional Intelligence:** The interplay of human and machine demands heightened emotional intelligence. Executive coaching helps leaders harness their emotional awareness, a quintessential trait.
- 5.Strategic Thinking:** Leaders must strategically integrate AI within their organizations. Coaching aids in formulating AI-driven strategies and aligning them with broader business goals.
- 6.Change Management:** AI implementation often involves workforce changes. Executive coaching equips leaders with change management skills, ensuring smooth transitions.
- 7.Innovation and Creativity:** While AI can optimize existing processes, creativity and innovation are distinctly human traits. Coaching nurtures these qualities.
- 8.Effective Communication:** Communicating AI-related changes to employees is pivotal. Coaching enhances leaders' communication skills to convey these transformations effectively.
- 9.Conflict Resolution:** AI can introduce conflicts in the workplace. Coaching empowers leaders with conflict resolution strategies, maintaining harmony.
- 10.Continuous Learning:** AI evolves rapidly. Executive coaching fosters a culture of continuous learning, keeping leaders abreast of AI advancements.

In the age of AI, executive and leadership coaching emerges as the linchpin for cultivating well-rounded leaders who can seamlessly blend technological prowess with distinctly human qualities, thereby steering organizations toward a prosperous future.

Coaching definitions

"The International Coaching Federation defines coaching as partnering with clients in a thought-provoking and creative process that inspires them to maximize their personal and professional potential. The process of coaching often unlocks previously untapped sources of imagination, productivity and leadership."

<https://coachingfederation.org/about>

"Coaching is unlocking people's potential to maximize their own performance"

https://www.goodreads.com/author/quotes/121298.John_Whitmore

"Everyone needs a coach. It doesn't matter whether you're a basketball player, a tennis player, a gymnast or a bridge player. We all need people who will give us feedback. That's how we improve."

- Bill Gates." <https://www.youtube.com/watch?v=8R1pHd4niLI>

"Coaching is a calling to help people to be the best they can be to discover true power to create and live true purpose. Coaching starts with a conversation what matters the most." <https://erickson.edu/what-is-coaching>

"[Musk] brought me in because he realized, [like] the most successful people on the planet realize, that in order to be successful, you have to always be learning,"- Jim Kwik, Elon Musk's Brain Coach.

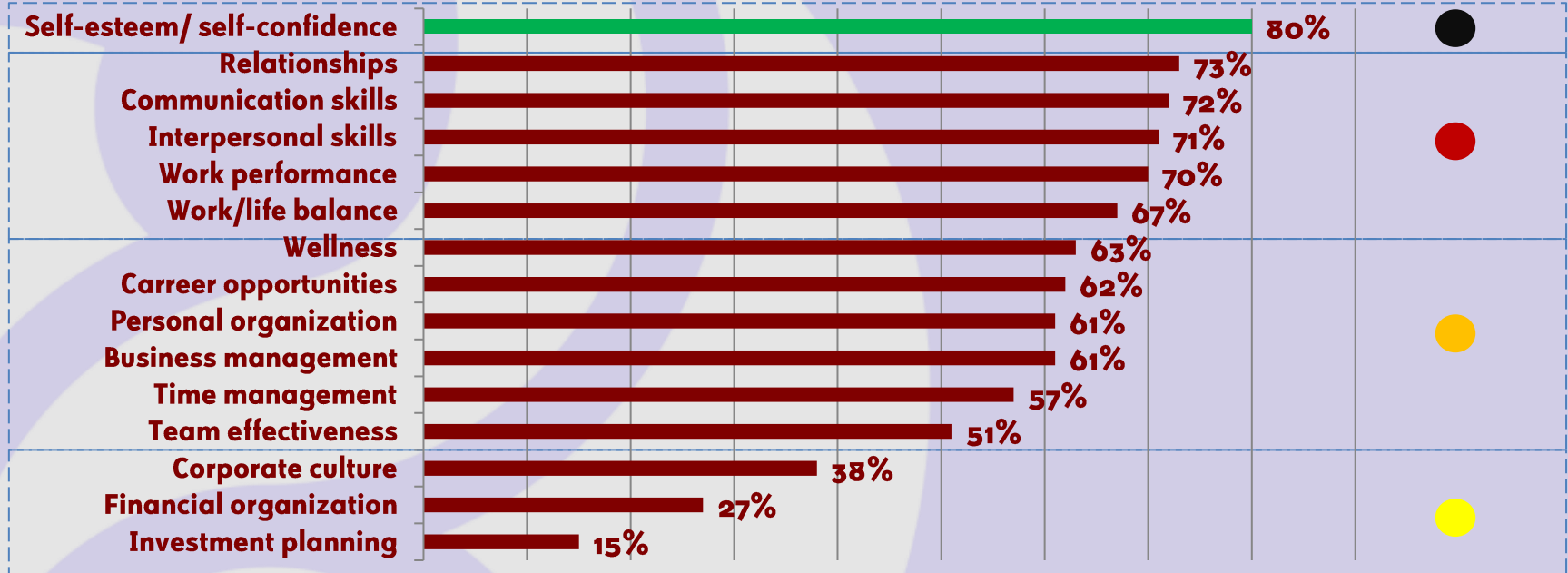
<https://www.cnn.com/2020/05/24/elon-musks-former-brain-coach-3-tips-to-learn-anything-faster.html>

Future-oriented results, pragmatism, accountability, and focus on goal achievement make coaching very different

Direction of interest	← PAST	← PAST	← PAST	← PAST	← PAST	← PAST	→ FUTURE
Area of work/ Kind of treatment	Counseling	Therapy	Consulting	Mentoring	Teaching	Training	Coaching
Focus	Emotional Issues	Treatment	Implementation	Modeling	Knowledge	Systems	Goal Achievement
Expertise	Mental Health	Psychology	Subject Matter	Subject Area Experience	Information	Implementation	Coaching
Time Orientation	Past Experience Compared with Present Circumstance	Past Causes for Present Circumstance	Past Processes Applied for Future Results	Past Successes Modeled for Present Success	Past Research Shared to Increase Present Knowledge	Past Knowledge Applied to Present Circumstances	Present goals, Consistent Actions, Future Results
Techniques	Exploration, Insight, Diagnosis, Remediation	Diagnosis, Discovery, Treatment	Observation, Implementation, Testing	Advising, Modeling	Lecture, Practice, Examples	Case Studies, Systems, Planning	Questions, Forms, Challenges, Exercises
Service Provided	Safe Space To Share	Reason Why	Proven Methods	Proven Track Record	Food for Thought	Practical Strategies	Pragmatism, Accountability

Overall positive impact of coaching according to ICF

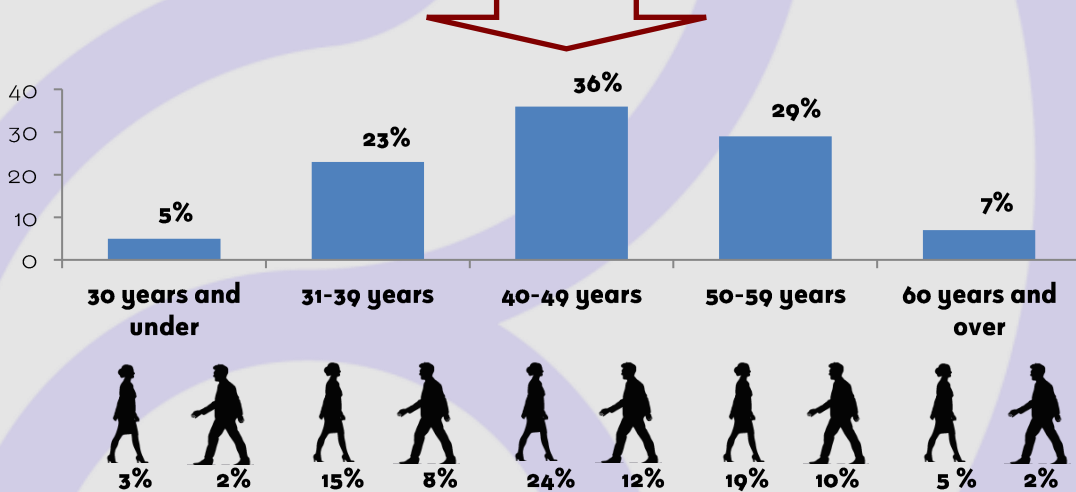
(ICF-International Coaching Federation)



- Primary Benefits (80% positive change or higher among all respondents).
- Core Benefits (positive change among 65%-79% respondents). These areas may not be the primary goals of coaching; but most clients benefit from them.
- General Benefits (50%-64% respondents). Apply to more than half of clients. These benefits are more connected with certain types of coaching.
- Niche benefits (positive change by less than 50% of clients). On average, only coaching which specifically targets these areas will create benefits.

In 2016, only 11% of female managers and 5% of male managers globally were using coaching skills at work

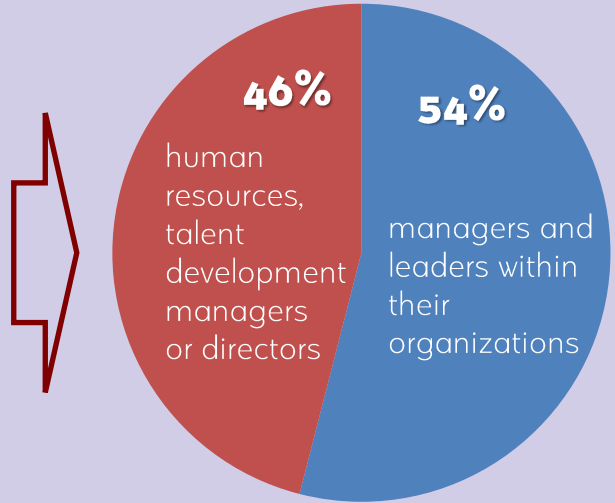
16 % of managers/leaders or HR/talent development managers/directors who use coaching skills in 2016 by ICF.



Age/ gender profiles (%) of 16% of managers using coaching skills

Source: https://coachfederation.org/app/uploads/2017/12/2016GCS_FactSheet_ManagersandLeaders.pdf
https://coachfederation.org/app/uploads/2017/12/2016ICFGlobalCoachingStudy_ExecutiveSummary-2.pdf

In 2016, an ICF study included data about individuals who identify themselves as managers and leaders who use coaching skills. 73% had received approved or accredited coach-specific training, and 76% of managers/leaders used coaching knowledge, approaches and skills with teams and workgroups.



Views on coaching

Only 25% respondents selected ICF's own definition of coaching and 75% does not recognize the real meaning of coaching

Offering guidance from one's own experience or a specific area of career development (**MENTORING**)

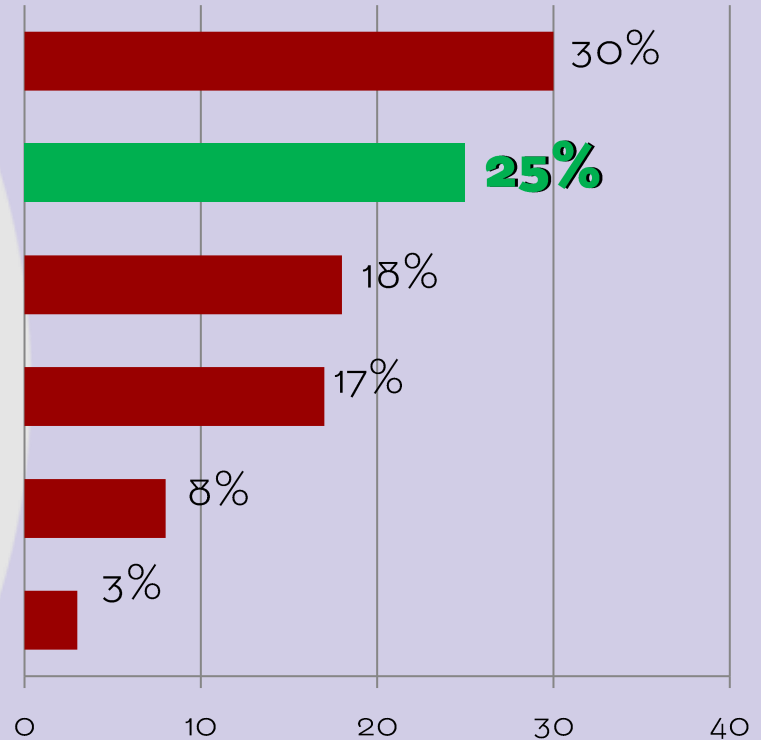
Partnering in a thought-provoking and creative process to maximize professional and personal potential (**COACHING**)

Working toward achievement of specific learning objectives based on a curriculum (**TRAINING**)

Assessing an organization's practices and recommending solutions for improvement based on expertise in a specific area (**CONSULTING**)

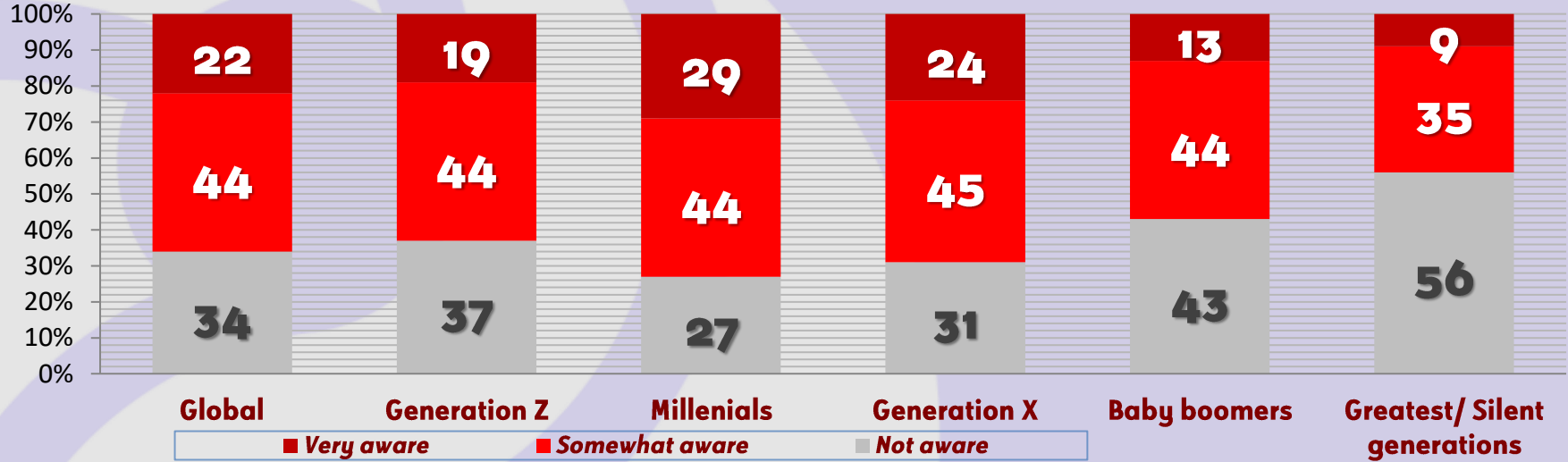
Healing pain, dysfunction or conflict in service of improved emotional state (**COUNSELING**)

None of the above



Source: <https://coachingfederation.org/research/consumer-awareness-study>

Coaching awareness is 66% on average



According to the International Coaching Federation, overall awareness of the coaching profession was 66% globally in 2017. This also regards consumers with slight or little awareness of what coaching is. The respondents claim high willingness to participate in coaching. 50% of those, who haven't participated, say they want to take part in coaching in the future. The basic obstacle in coaching is a belief that at this moment in life coaching is not important. Certifications and credentials are very important for people who know coaching and also for those who didn't try it. Coaching clients report higher satisfaction from coaches with credentials than from coaches without certifications. Coaching awareness in Emerging Markets is very similar to Established Markets and in both markets people who have been coached report high satisfaction with coaching. In Emerging Markets coaching tends to be more available at work than in Established Markets. With regard to general motivation of employees looking for coaching, it focuses in workplaces on optimizing work performance of individuals and teams, communication skills improvement and productivity growth. The awareness of coaching varies through generations and Millennials are most likely to be aware of coaching, in contrast to the Greatest/Silent Generations who are least likely to be aware. Possessing of coaching credentials is also important or very important for Millennials, and the Greatest/Silent Generations were least likely to have it. **In general, 73% Millennials present the highest awareness of coaching, (they were very or somewhat aware). On the other hand, 56 % of the Greatest and Silent Generations , and 43 % of Baby boomers don't know what coaching is. On average, every third person doesn't know what coaching is. The research covered 27,134 respondents.**

Birth dates per generation: Generation Z 1997-present, Millennials 1983-1996, Generation X 1965-1982, Baby Boomers 1946-1964, Greatest/Silent Generations 1945 and earlier,

Coaching awareness is 63% on average

- she has been coached
- is “somewhat aware” of coaching
- may confuse coaching with counseling (i.e.: improving emotional states)
- is very satisfied with coaching experience
- pays for her own coaching
- may consider becoming a coach herself
- 79% believes that AI layoffs are going to occur within the next six months to two years
- 74% that their wage declines with AI development,
- 73% thinks that they will be fully replaced by AI at work
- nearly 30 percent (28.7 percent) are excited about AI,

Jenny

AGE 18-24 [GENERATION Z]

**MARKET Established
(North America)**

Sources: https://cplatform-files.s3.us-east-2.amazonaws.com/resources/ICF_2017_Survey.pdf,
<https://www.thecurrent.com/gen-z-ai-readout>, <https://checkr.com/resources/articles/ai-workplace-survey-2023>



Coaching awareness is 73% on average

- she is very satisfied with coaching experience
- may consider becoming a coach herself
- may confuse coaching with counseling (i.e. improving emotional states)
- she pays for her own coaching
- is very aware of coaching
- has been coached
- 78% believes that AI layoffs are going to occur within the next six months to two years
- 82% that their wage declines with AI development,
- 81% thinks that they will be fully replaced by AI at work
- 28% are excited about AI,

Isabel

AGE 25-38 [MILLENIAL]

**MARKET Emerging
(Latin America and the Caribbean)**

Sources: https://cplatform-files.s3.us-east-2.amazonaws.com/resources/ICF_2017_Survey.pdf,
<https://www.thecurrent.com/gen-z-ai-readout>, <https://checkr.com/resources/articles/ai-workplace-survey-2023>



Coaching awareness is 69% on average

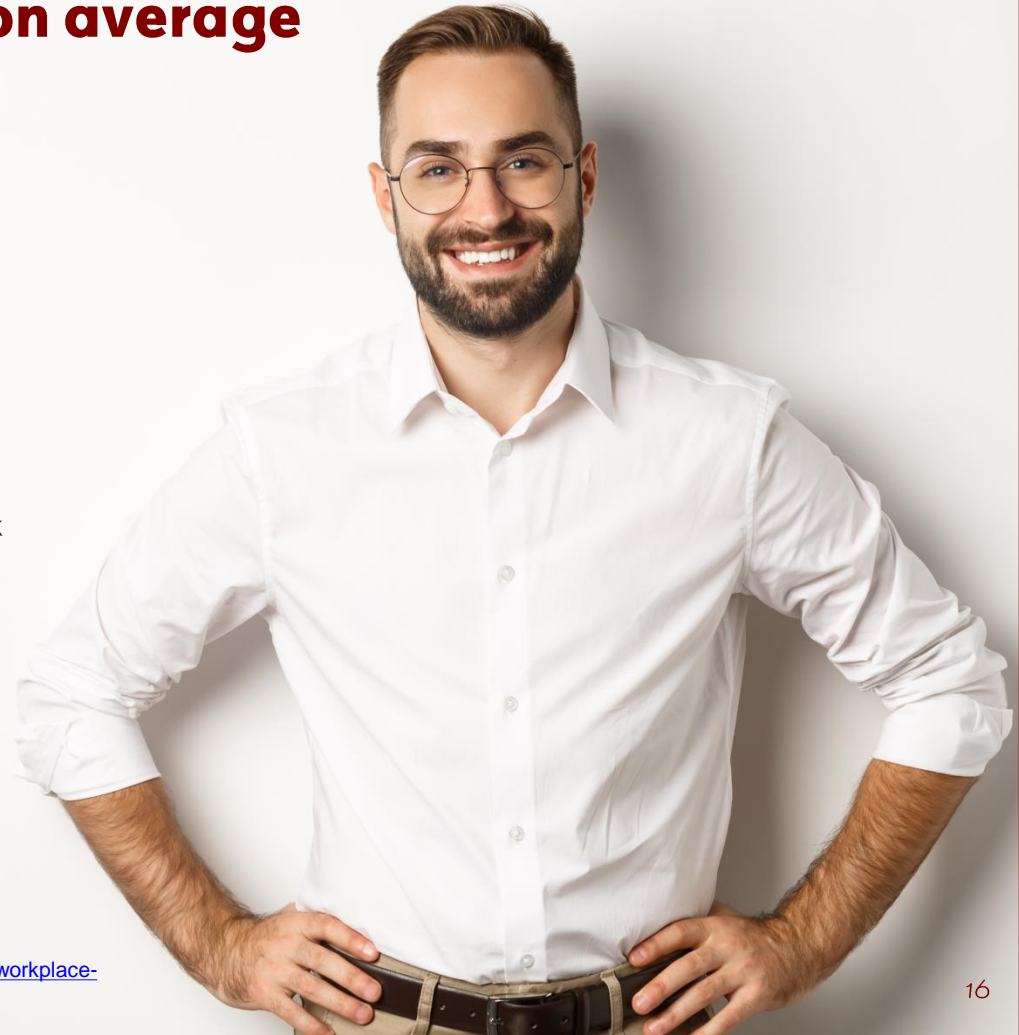
- he has participated in a coaching relationship
- is very aware of coaching
- knows that coaching is strengthening his personal and professional potential
- is somewhat satisfied with coaching
- his coaching is paid by someone else
- may consider becoming a coach
- coaching is available in his workplace
- 69% believes that AI layoffs are going to occur within the next six months to two years
- 78% that their wage declines with AI development,
- 70% thinks that they will be fully replaced by AI at work
- nearly 21 percent are excited about AI,

Arturo

AGE 39-56 [GENERATION X]

**MARKET Emerging
(Latin America and the Caribbean)**

Sources: https://cplatform-files.s3.us-east-2.amazonaws.com/resources/ICF_2017_Survey.pdf,
<https://www.thecurrent.com/gen-z-ai-readout>, <https://checkr.com/resources/articles/ai-workplace-survey-2023>





Coaching awareness is 59% on average

- he has participated in a coaching relationship
- is somewhat satisfied with coaching
- coaching not available in his workplace
- knows that coaching is strengthening his personal and professional potential
- his coaching is paid by someone else
- unsure about becoming a coach
- is a bit aware of coaching
- 70% believes that AI layoffs are going to occur within the next six months to two years
- 77% that their wage declines with AI development,
- 71% thinks that they will be fully replaced by AI at work
- nearly 13 percent are excited about AI,

Stefan

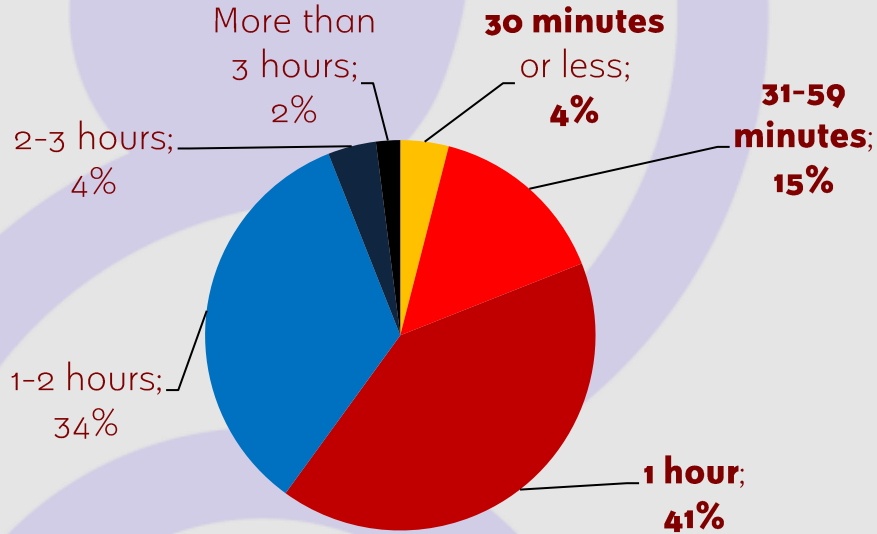
AGE 57-75 [Baby Boomer]

**MARKET Emerging
(Eastern Europe)**

Sources: https://cplatform-files.s3.us-east-2.amazonaws.com/resources/ICF_2017_Survey.pdf,
<https://www.thecurrent.com/gen-z-ai-readout>, <https://checkr.com/resources/articles/ai-workplace-survey-2023>

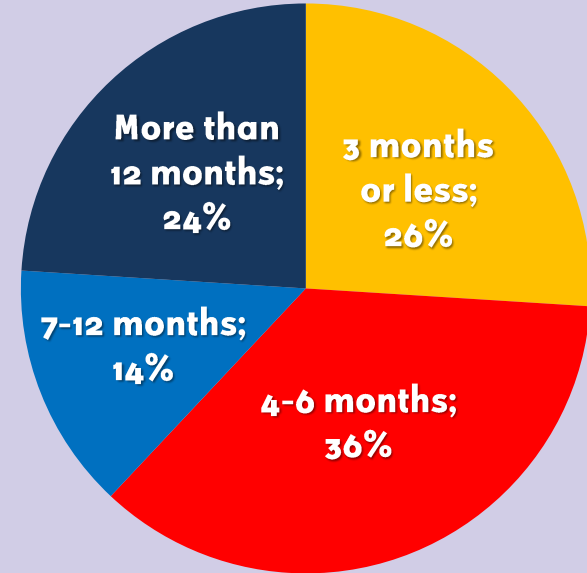
Coaching may last 3 months and 30 minutes per session

Duration (one session) in minutes and hours



60% of sessions are 60 minutes or less

Length of coaching in months



62% of sessions are 6 months or less

Executive Coaching => 17% of all coaching areas

"...executive coaching positively affects self-efficacy so that leaders can improve performance, accomplish their goals, and enhance organizational change." *Innovations in leadership coaching, Research and Practice*, Terry H. Hildebrandt, Francine Campone, Kathy Kortwood and Erik J. Ostrowski

"Executive coaching provides one-on-one services to top-level leaders in an organization on the principle that positive changes can be leveraged to filter down and enhance the entire organization." (*The Psychology of Executive Coaching Theory and Application SECOND EDITION*; Bruce Peltier)

"Executive coaching is defined as a helping relationship formed between a client who has managerial authority and responsibility in an organization and a consultant who uses a wide variety of behavioral techniques and methods to help the client achieve a mutually identified set of goals to improve his or her professional performance and personal satisfaction and, consequently, to improve the effectiveness of the client's organization within a formally defined coaching agreement" (*Executive Coaching*; by Richard R. Kilburg)."

"Executive coaching is a facilitative one-to-one, mutually designed relationship between a professional coach and a key contributor who has a powerful position in the organization. This relationship occurs in areas of business, government, not-for-profit, and educational organizations where there are multiple stakeholders and organizational sponsorship for the coach or coaching group. The coaching is contracted for the benefit of a client who is accountable for highly complex decisions with [a] wide scope of impact on the organization and industry as a whole. The focus of the coaching is usually focused on organizational performance or development, but may also have a personal component as well. The results produced from this relationship are observable and measurable. (*International Coaching Federation Conference 2000*)." (Kampa-Kokesch and Anderson 2001). „On becoming a leadership coach : a holistic approach to coaching excellence" by Christine Wahl, Clarice Scriber, and Beth Bloomfield.—Second edition.

8 core development trends in executive coaching

1. Importance of executive coaching is growing because it helps:

facilitate a transfer of knowledge, attract and retain top quality talents and develop organizational wisdom and diminish critical areas where there are knowledge gaps

2. Executive coaching will become a norm for employees at all levels to gain and grow competitive advantage

In today's business environment coaching a casual matter. All companies start developing it and it's neither a privilege of the elite nor something only the largest companies do. It will soon be a sign of a competitive advantage oriented growth and businesses development.

3. A multi-level coaching approach: short and long-term goals

The best executive coaching programs concern both business goals areas: short and long-term. In this way leaders' talent development will also be able to help create career journeys and achieve current company goals. Because top-managers are required to deliver on both of those areas, a special business coaching appropriately tailored at their needs can help quickly change for the better.

4. More focus on experience and accountability

Executives want specialized coaches with targeted industry experience, credentials and clear qualifications so they are quickly scrutinize the practical value of their future vendor of coaching services. To be an executive coach today it's a question of top coaching skills and verified track records of delivering outcomes.

5. Increased use of technology, automation, and artificial intelligence

Due to the rapid development of smartphones, block chain, artificial intelligence and internet of things executive coaching will also grow and benefit from those emerging technologies. Performance feedback, training, learning and mentoring with growing powerful analytical tools will soon allow immediate diagnose, monitoring, and tracking progress towards goals. They will also help both in coaching leaders and helping managers better lead their, by using modern tools, coaching and improving performance.

6. Providing meaningful and measurable results

Following a general business approach oriented to generate ROI also coaching companies will need to present measurable and visible results. More and more companies expect meaningful results to be delivered by the executives being coached on top of their growing skills, competences and improved behavior (which are the areas of coaching nowadays).

7. Coaching will be even more personal and more relationship driven

Courage, trust, connectedness and close relationships at work are the values which are becoming more and more important. Coaching is possible only with a significant level of trust and proximity. For some leaders presenting vulnerability and honesty may be difficult with peers and subordinates but this is what coaching needs and in response it produces a much more transparent environment with openness, mutual support and self-improving, positive work space.

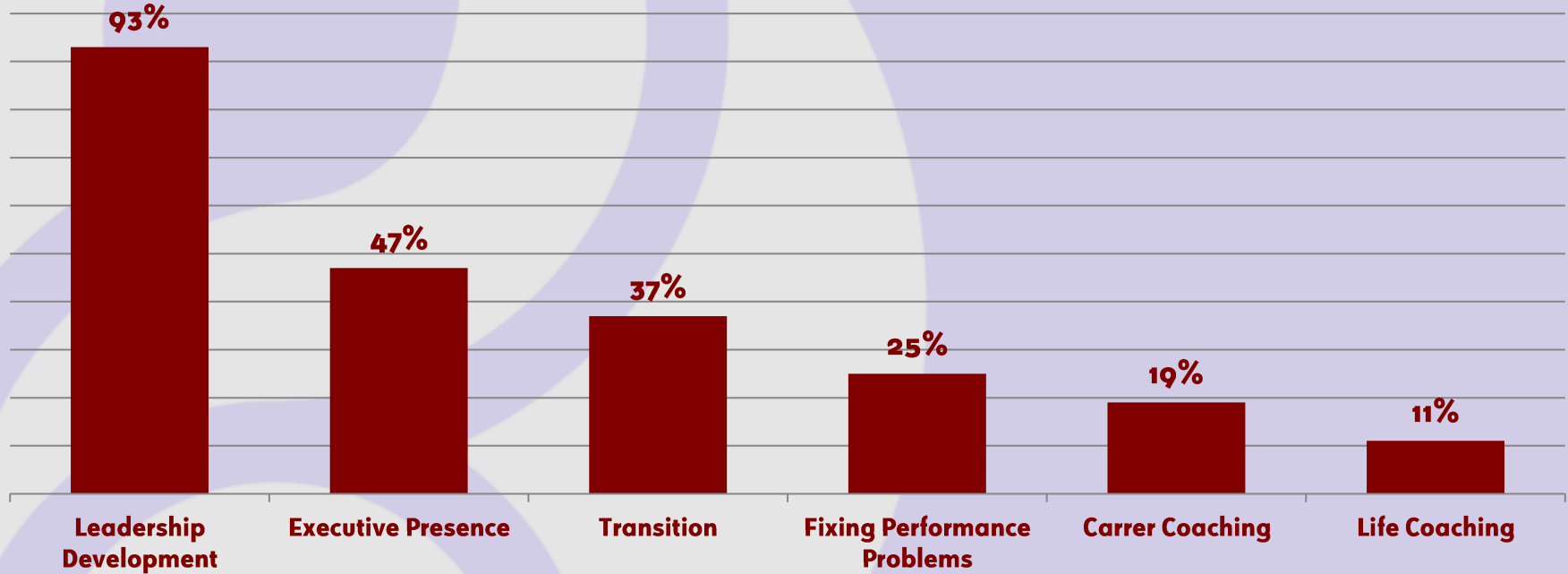
8. The cost of executive coaching will evolve

The offer of executive coaching will diversify and the best coaching companies and coaches are going to be wanted and correlated with larger investments for higher quality service backed by credentials, type of accreditation and scope of the offer. "Full menu", niche and coaching tailored at specified individuals, teams or companies will all be needed.

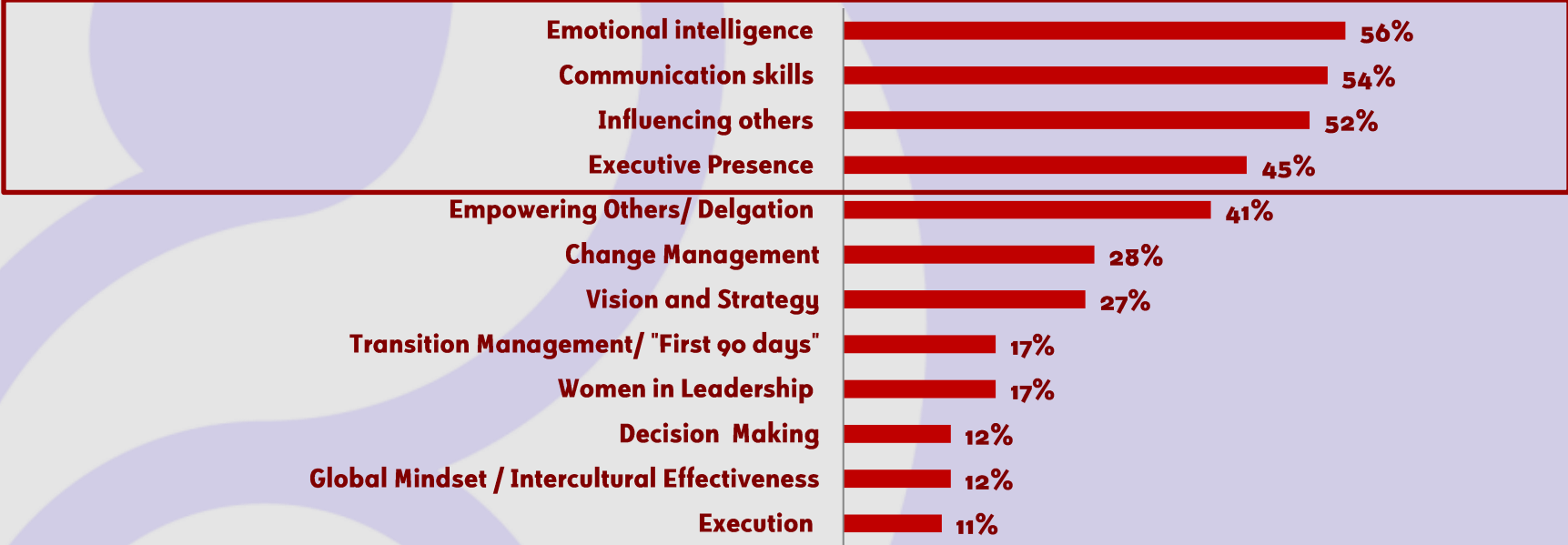
Source: <https://www.elevatecorporatetraining.com.au/2019/03/26/8-trends-that-will-define-the-future-of-executive-coaching/>

Primary Purpose of Executive Coaching

from an external coach's perspective



The top four development topics that executive coaching is most commonly desired for



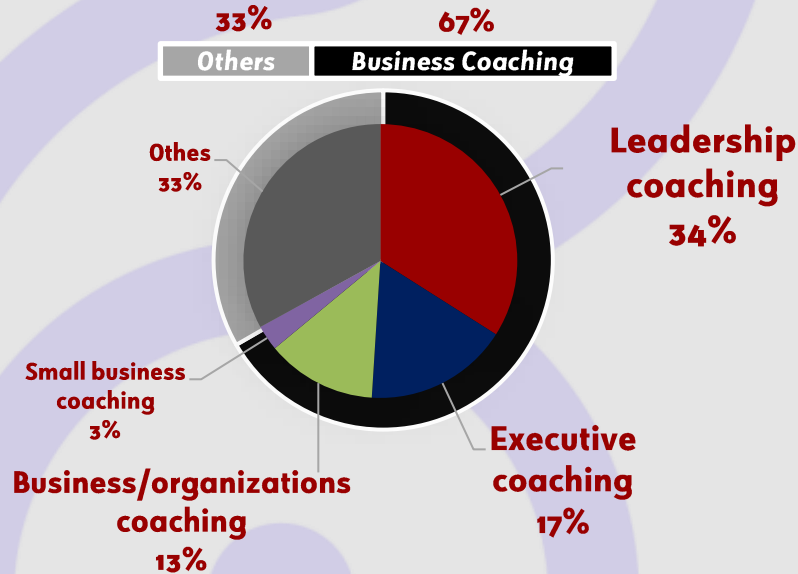
599 external executive coaches asked by CoachSource, LLC about the top four developmental areas they are most commonly asked to coach on named: **emotional intelligence (56%), communication skills (54%), influencing others (52%), and executive presence (45%).**

Source: https://cs.coachsource.com/drupal7/sites/default/files/common/imgThtLdr/EC4R_2020_Final_12-10-2020.pdf

Leadership coaching => 34% of all coaching areas

“Leadership coaching is the conscious process of developing talents and competencies within individuals so they can work more effectively with others.” <https://www.betterup.com/blog/leadership-coaching>

Leadership coaching was most frequently mentioned in the last 2022 ICF survey (34%), followed by executive coaching (17%), business/organizations (13%) and small business (3%). Those four areas of coaching are collectively named as business coaching throughout the report. https://coachingfederation.org/app/uploads/2023/04/2023ICFGlobalCoachingStudy_ExecutiveSummary.pdf

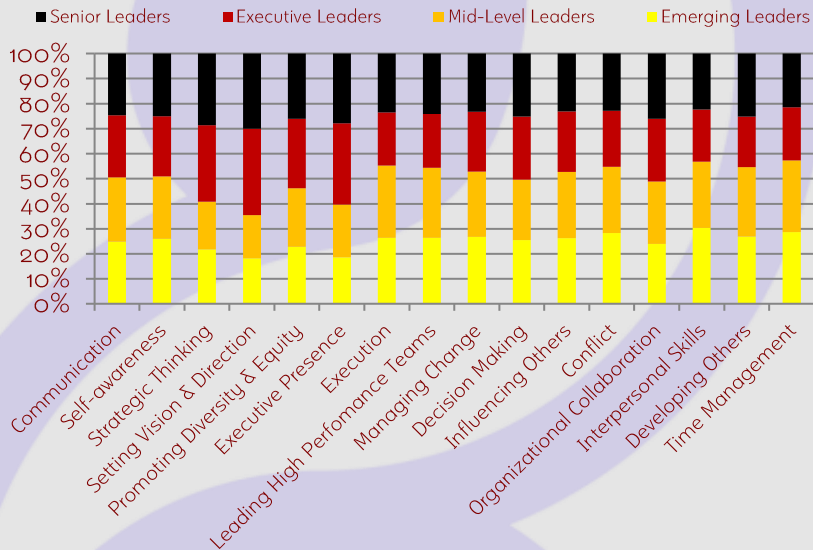


„Similarly, the more experienced coaches are also more likely to have a business coaching specialty. They are also more likely to have a majority of clients who are in an executive position.”

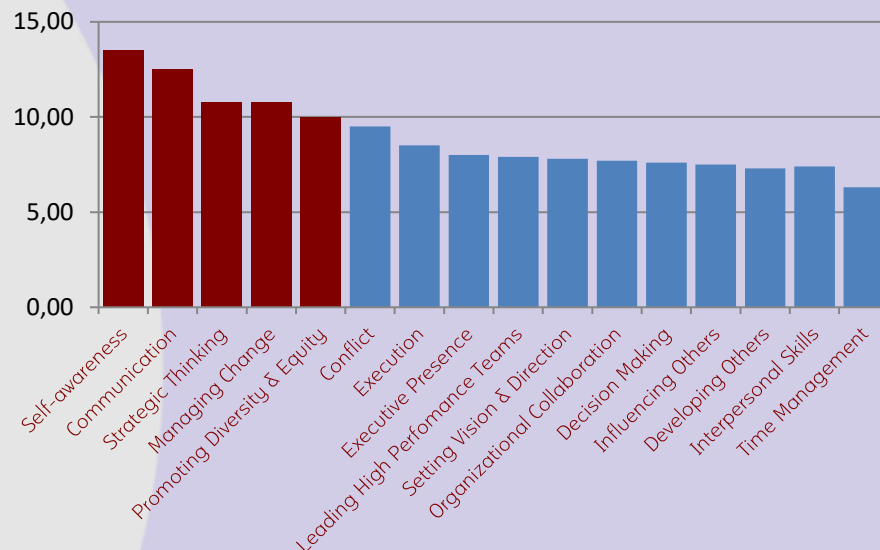
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Most important leaders' capabilities

According to their level of experience

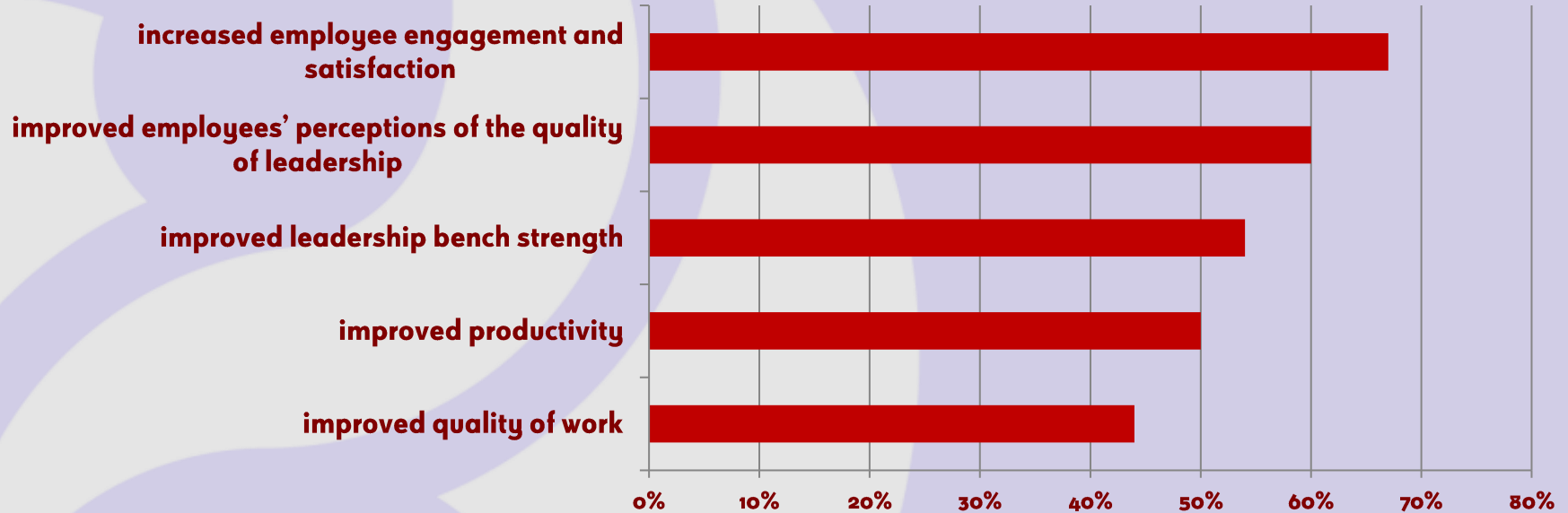


Most important capabilities to develop in general



Self-awareness and communication are among the most important capabilities for managers at all levels. Interpersonal skills and execution are most pivotal for emerging leaders, where mid-level managers focus on execution and leading high-performing teams. Strategic thinking and setting vision and direction are the most important for senior and executive leaders. On top of that self-awareness and communication together with managing change and strategic thinking were reported as the most difficult capabilities to develop in organizations.

Five positive outcomes as a result of leadership coaching

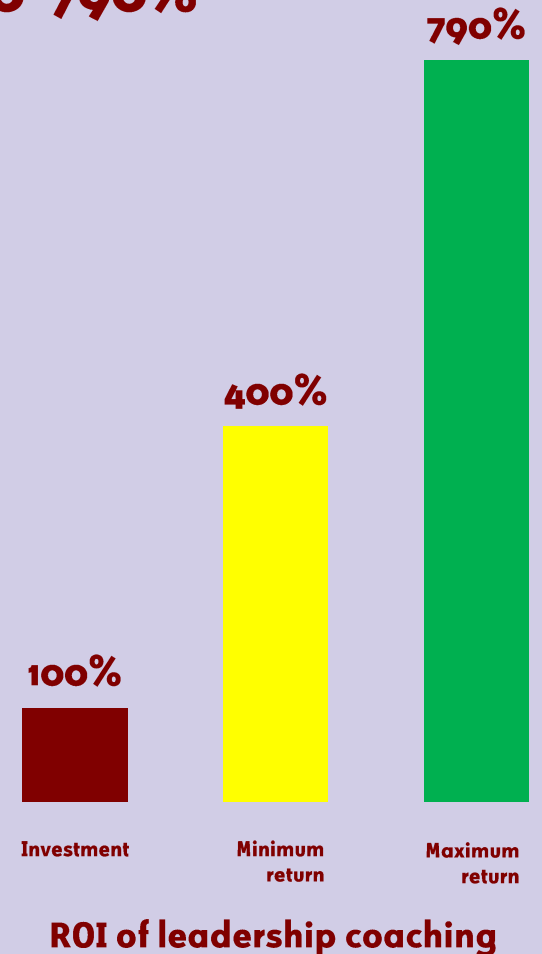


Besides the above outcomes, organizations invest in leadership coaching to address various talent development needs. Almost 80% of respondents defined the principal need for coaching as improving leadership skills for specific individuals. 49% of survey respondents said it was to retain key talent.

The return on investment in coaching is 400-790%

1. In a study conducted by Metrix Global, companies received an average return of \$7.90 for every \$1 invested in executive coaching (790% ROI) <https://www.ceopartnership.com/about-coaching/roi-of-coaching/>
2. A study of executive coaching in a Fortune 500 firm, by Metrix Global, reported a 529% return on investment and significant intangible benefits to the business. <http://gvasuccess.com/articles/ExetutiveBriefing.pdf>
3. A survey by Manchester Inc. of 100 executives, found that coaching provided an average return on investment of almost six times the cost of the coaching (600%) <http://www.boldanhayes.com/ecroi.pdf>
4. An internal report of the Personnel Management Association showed that when training is combined with coaching, individuals increase their productivity by an average of 86% compared to 22% with training alone (400 %). <https://www.opm.gov/WIKI/uploads/docs/Wiki/OPM/training/i4cp-coaching.pdf>

Following all managerial trends, directions in staff development, and all positive outputs of coaching, the ROI of coaching is not only measured in financial data but also considered as a company benefit of future-oriented thinking and employee-driven approach.



Analysis of Coaching in the Age of AI - Trends, Challenges, and Implications: Executive Summary

Key Findings:

- 1.Understanding the Essence of Coaching:** The report begins by elucidating coaching as defined by its creators, emphasizing its transformative essence. Coaching, in its truest form, represents a profound partnership that stimulates creative and thought-provoking processes, ultimately leading individuals towards the realization of their personal and professional potential.
- 2.Generation-Specific Coaching Awareness:** The report sheds light on the varying levels of coaching awareness across different generations. While millennials exhibit the highest awareness of coaching, older generations like the Greatest/Silent and Baby Boomers are less acquainted with this transformative practice. Bridging this awareness gap is crucial for ensuring coaching's widespread adoption.
- 3.Future of Leadership and AI:** As organizations embrace AI and automation, leadership roles are undergoing transformation. The report outlines essential leadership skills and behaviors necessary for the AI era, emphasizing qualities like emotional intelligence, adaptability, and the ability to foster trust and inclusivity.

Conclusion:

This report presents a wealth of insights that hold significant value for leaders and organizations navigating the dynamic landscape of coaching and AI integration. Its core benefits lie in:

- 1.Defining Coaching's Essence:** By clarifying the foundational principles of coaching, the report helps leaders understand its transformative potential, encouraging its adoption in leadership development strategies.
- 2.Navigating Generational Differences:** Insights into generational disparities in coaching awareness provide a roadmap for organizations to tailor coaching programs and bridge awareness gaps among diverse employee demographics.
- 3.Preparing for the AI Era:** The report equips leaders with the knowledge needed to cultivate essential leadership skills and behaviors required to thrive in the age of AI, ensuring they remain effective and adaptable in evolving organizational landscapes.

In conclusion, this report empowers leaders and organizations with a deeper understanding of coaching's significance, its varied awareness among generations, and the imperative skills for future leadership success in the AI era. Embracing these insights will enable leaders to unlock their true potential and drive transformative change in their organizations.

How to use this report?

- 1. Review the Executive Summary:** Begin with the executive summary to learn the key findings, recommendations, and the main topics covered.
- 2. Understand the Purpose:** Understand the purpose of the report, how it aims to raise awareness about leadership coaching and address AI's impact.
- 3. Identify Your Focus:** Determine which specific aspects of the report are most relevant to your interests or needs: i.e.: concrete leadership skills to develop, AI area to discover deeper and find ways to strengthen your skills, or other topics?
- 4. Analyze the Data:** Dive into the data and insights provided in the report. Pay attention to statistics, case studies, and expert opinions related to coaching and leadership in the age of AI.
- 5. Extract Key Takeaways:** Extract the key takeaways and actionable insights that you can apply to your leadership role or organization. Consider how coaching can benefit you and your team in light of AI advancements.
- 6. Explore Coaching Resources:** If the report highlights the benefits of coaching, explore the coaching resources mentioned, such as coaching organizations, articles, or tools.
- 7. Assess Your Leadership Style:** Reflect on your leadership style and skills. Are there areas where coaching could be particularly beneficial? Assess your readiness to embrace AI in your leadership role.
- 8. Engage in Further Research:** Use the report as a springboard for further research. Explore additional articles, books, or online courses related to coaching, leadership, and AI.
- 9. Share Insights:** If you find valuable insights, consider sharing them with your team or colleagues. Discuss how coaching and AI can be integrated into your organization's leadership development strategies.
- 10. Set Coaching Goals:** If you decide that coaching is beneficial for you, set specific coaching goals. Determine what you want to achieve through coaching, whether it's improving leadership skills, adapting to AI, or both.
- 11. Find a Coach:** Research and identify qualified coaches or coaching programs that align with your goals. Look for coaches with expertise in leadership and adapting to technological changes like AI.
- 12. Measure Progress:** As you engage in coaching or implement insights from the report, establish metrics to measure your progress. Are you becoming a more effective leader in the context of AI?
- 13. Iterate and Adapt:** Leadership development is an ongoing process. Continuously revisit the report, adjust your coaching goals, and adapt to changes in the AI landscape.
- 14. Share the Report:** Consider sharing the report with peers, colleagues, or your professional network who might benefit from its insights. Remember that the report's value lies in its ability to inform and guide your leadership journey, especially in the age of AI. Use it as a resource to enhance your leadership skills and navigate the evolving business landscape.



Dominik Szot

MINDS & PEARLS
Dynamic Leadership Coaching

Dominik Szot: master coach, servant leader and founder of dozens of companies and brands in Europe and Asia (www.mia.com.pl; www.globalspool.com, www.inhumangear.com, www.mindsandpearls.com), global entrepreneur with over 30 years of leadership and managerial experience, currently employer for over 40 people, Marshall Goldsmith's Stakeholder Centered Coaching: Leader and Team Certified Coach, Certified Clean Coach for Leadership, ICF Member and Professional Certified Coach, NLP Certified Master Practitioner, Erickson International Solution-Focused Certified Professional Coach, Certified Positive Psychology Practitioner and Non-Violent Communication Practitioner, Member of Forbes Coaches Council, Talent Development Association and Center for Servant Leadership, Situational Leadership Trainer, Professional SCRUM Master and Certified Global Leadership Assessment GLA360- Practitioner. Dominik is also a fulfilled father and live partner and a martial artist, he speaks English, German, Russian and Polish.

Change..... and full speed ahead!

I am a navigator in leaders' lives and their business journeys, and I support my clients in improving their lives and organizations. With my help, entrepreneurs and top managers are changing attitudes, setting new directions and opening horizons for unlimited growth. I mobilize, motivate and energize clients in their own current actions by:

- 1. helping discover and realize leaders' true calling,**
- 2. empowering them to use their positive character strengths,**
- 3. assisting leaders in values' restauration and forging their talents,**
- 4. facilitating strategy creation and its successful execution,**
- 5. inspiring immediate actions to reach desired goals,**



Let's get in touch now

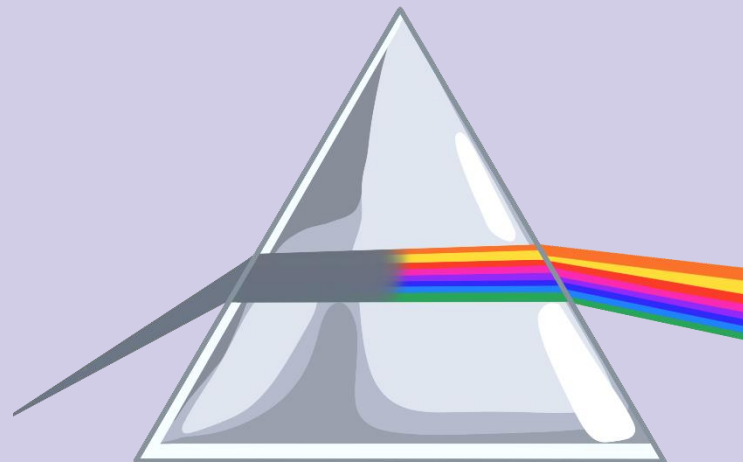
Contact us to strengthen your leader's life purpose !

MINDS PEARLS

Minds&Pearls, is an executive coaching brand: dominik.szot@mindsandpearls.com

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RED PEARL BUSINESS CONSULTING
Dominik Szot,
ul. Marcika 25E/1,
PL 30-443 Kraków, Poland ,
<https://www.mindsandpearls.com>



We help other leaders find their true calling and multiply more better leaders