



How AI is Powering Personalised Coaching

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Professional or Organisational Coaching

‘A combination of psychology and adult learning where a one-on-one individual development process is facilitated by a human coach, with the aim of helping people increase their self-awareness and self-efficacy for their own and the organisation’s benefit’

Terblanche (2024)

Prompt: I am looking for some career coaching

ChatGPT said:

Of course! I can help with that. Career coaching can mean different things depending on where you are right now. Some people want to:

- **Explore new career directions** (figuring out what might fit their skills and values)
- **Advance in their current career** (networking, promotions, leadership, negotiation)
- **Navigate a transition** (changing industries, going back to school, or re-entering the workforce)
- **Improve job search skills** (résumé, LinkedIn, interviews, personal branding)

Could you tell me a bit about where you are in your career right now, and what you'd like to work toward?

You said:

I would like to explore new career directions

ChatGPT said:

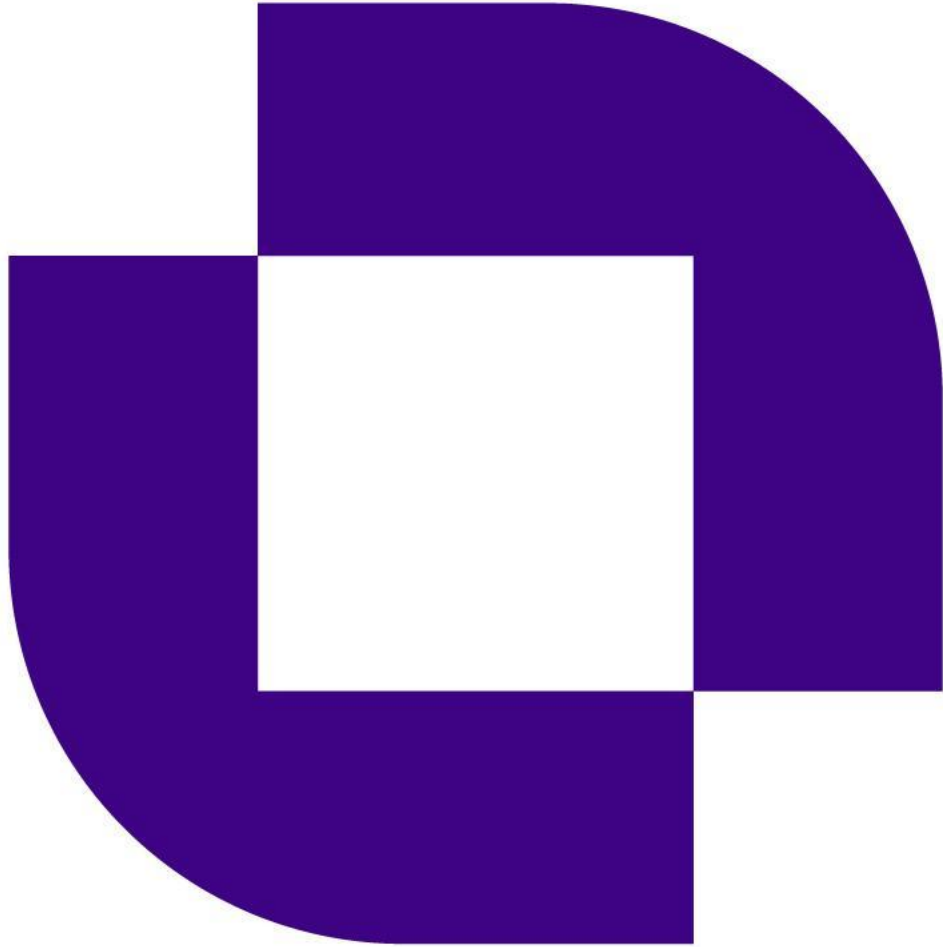
Great — exploring new career directions is exciting, though it can feel overwhelming without a framework. Let's make this manageable.

Here's how we can approach it step by step:



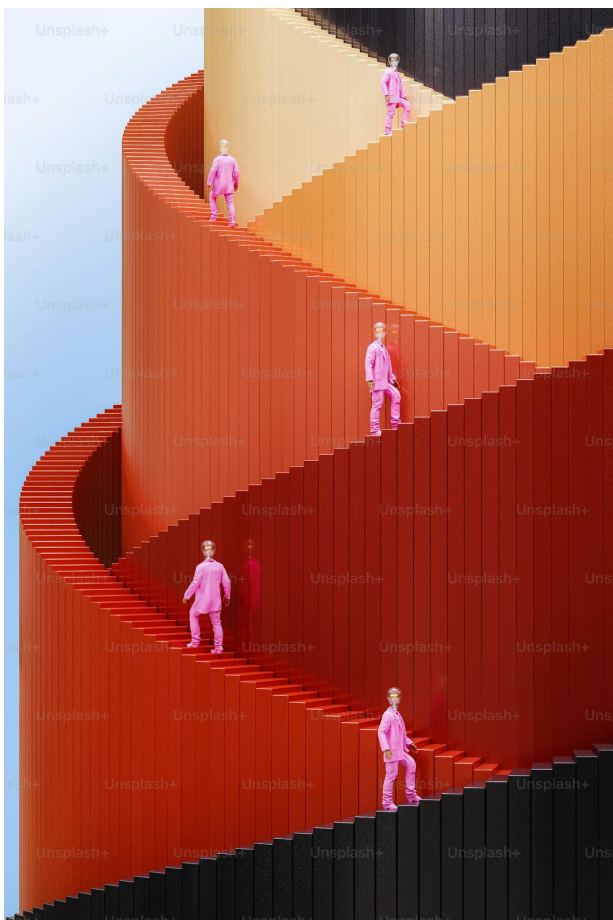
Before we start

Have you ever asked ChatGPT
for career advice?



Where can AI help?

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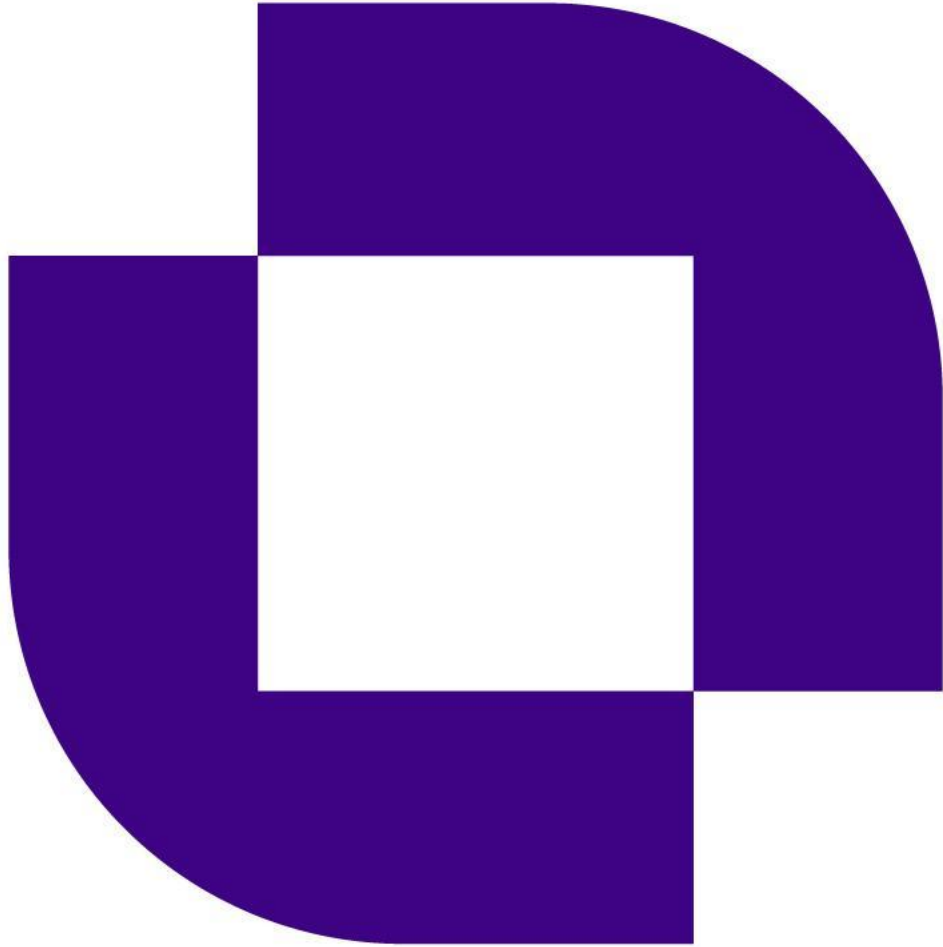


Where can AI help?



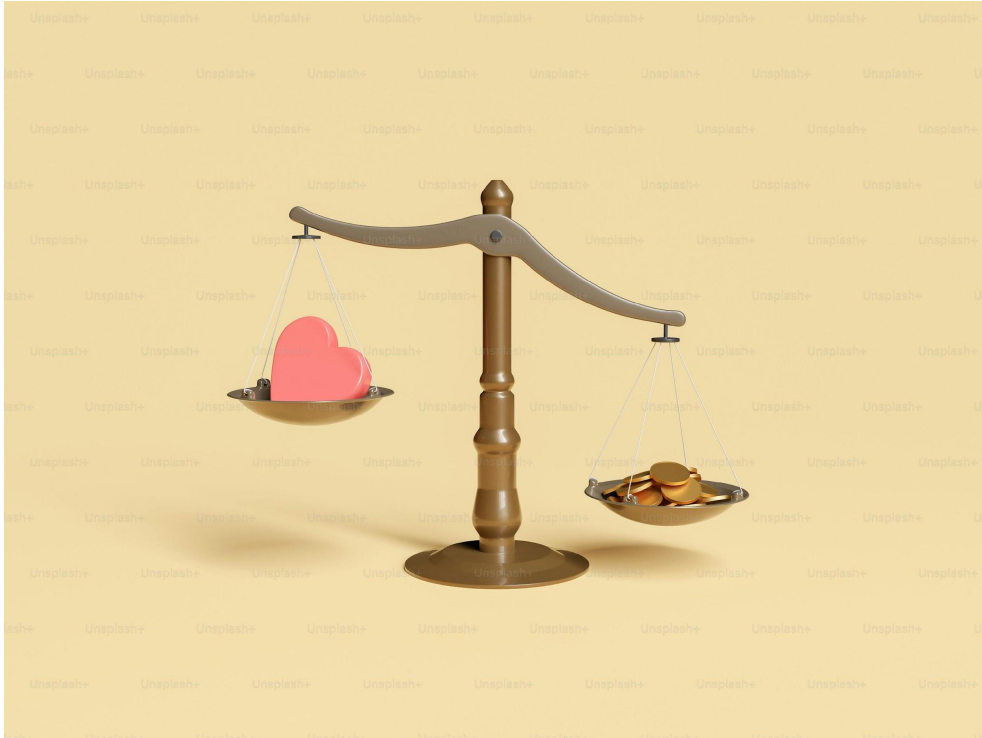
Where can AI help?





What challenges exist?

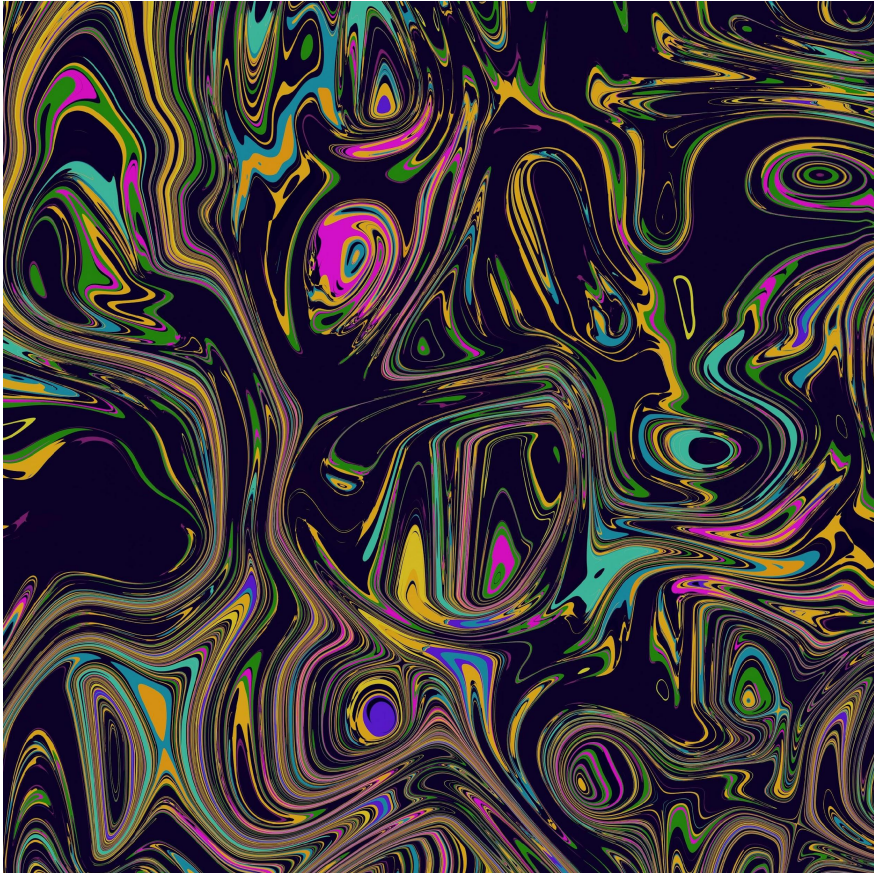
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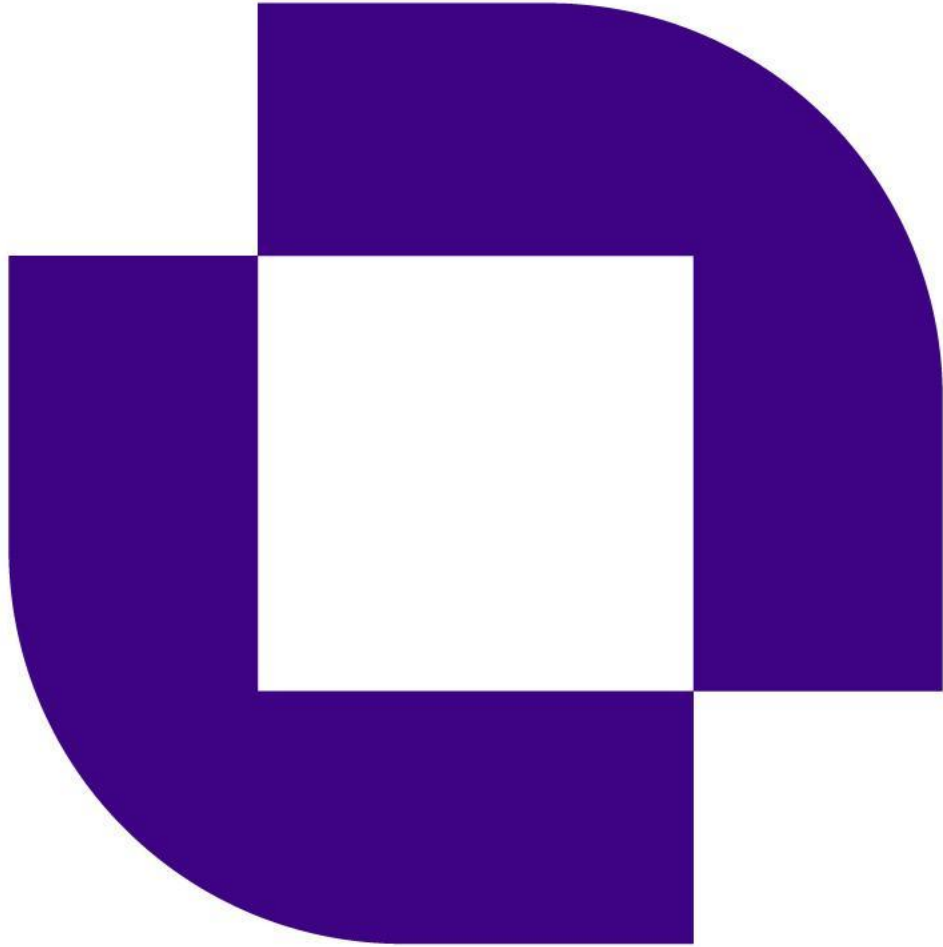


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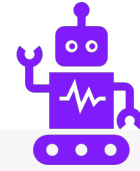
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How does the hybrid
model work?

Coaching Emulation



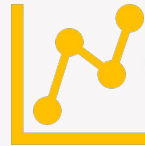
Coach Support

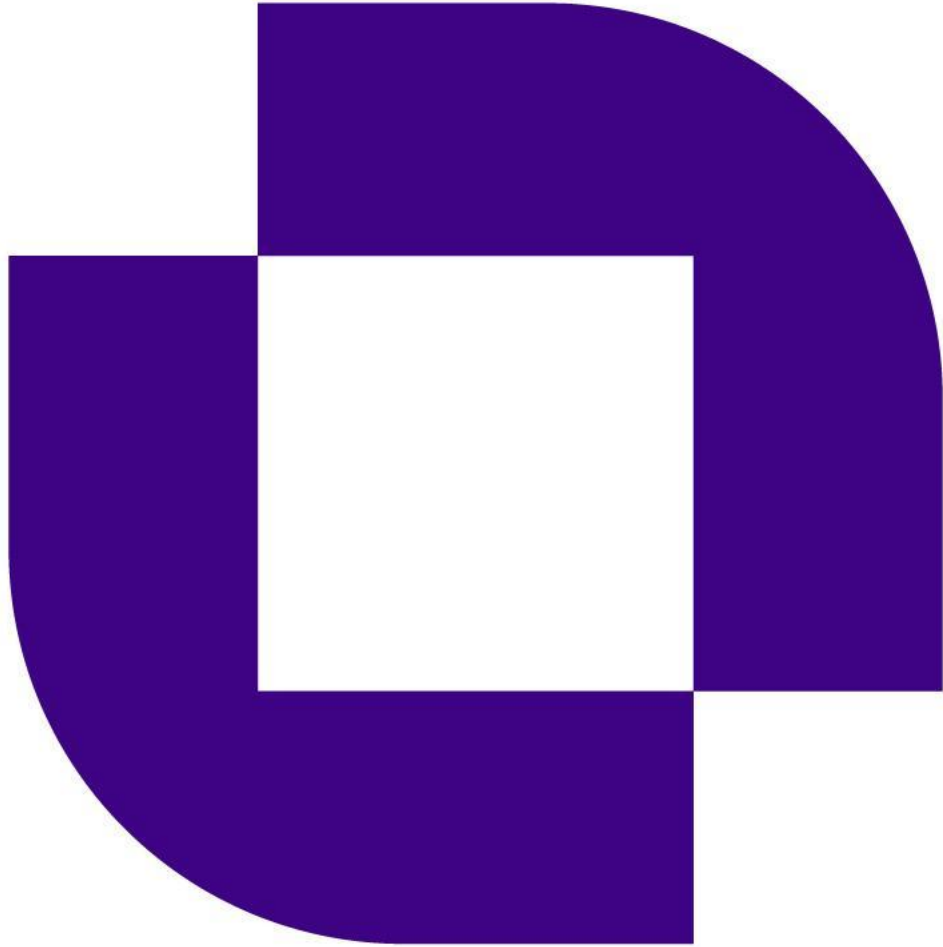


Coach Education



Coaching Data Analysis





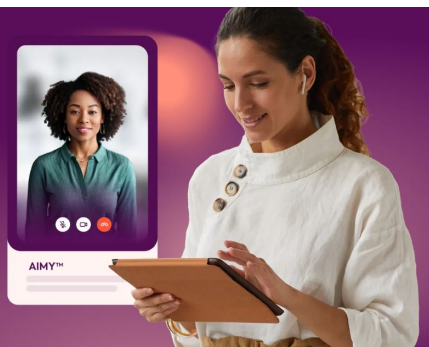
Who are the players in
the market?



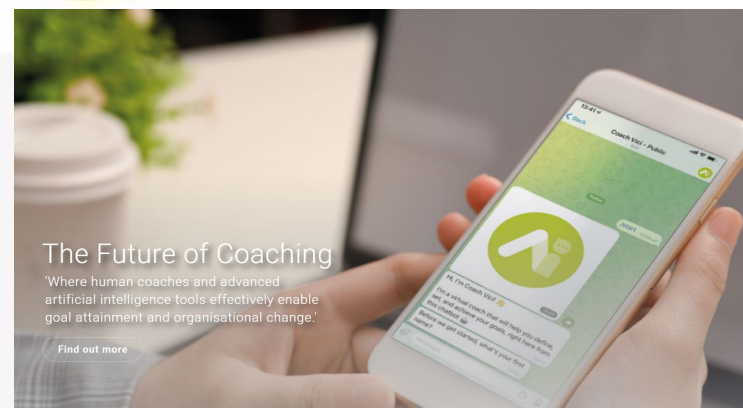
AIMY™: the AI Coach for the global workforce

Provide employees across all career levels with a personalized, goal-oriented AI coach.

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AI COACHING
with coach Vici



What if *everyone* had a coach helping them *do their best work*?



The Coachtech Academy





Key Takeaways



Thank you!