

# What is a hybrid coaching model?

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A hybrid coaching model is an approach that combines traditional, live coaching (often in person) with digital or online elements to create a more flexible and scalable coaching experience. It aims to take the advantages of both formats—depth and connection from face-to-face work, and convenience and reach from technology.

Those four phrases refer to the four ways AI can be integrated into a hybrid coaching model.

## Hybrid coaching model

Coaching Emulation

Coaching Data Analysis

Coaching Support

Coaching Education

### Coaching Emulation

The AI is fully autonomous with AI systems simulating aspects of a human coach by delivering prompts, questions, nudges, and structured programmes directly to the coachee, often in chat-based or app-based form.



### Coaching Support

AI tools act as an assistant to the coach, surfacing at-risk learners, suggesting interventions, and helping design personalised plans using learner data. The human coach remains the decision-maker, using AI-generated insights to refine goals, sessions, and follow-up actions.



### Coaching Education

Data and AI are used to help coaches improve their own practice, for example through observation tools, feedback dashboards, and self-directed learning resources. These systems highlight patterns in a coach's behaviour and outcomes, prompting reflection and targeted professional development.



### Coaching Data Analysis

Analytics pipelines transform raw interaction data (engagement, performance, behaviour) into actionable insights about what is working and for whom. This supports evidence-informed coaching design, continuous improvement of programmes, and clearer ROI for organisations.

AI can detect patterns not just individually but across an organisation.



## Insights from our interviews with coaches

- In the field of coaching, there are concerns around ethics and privacy as personal information can often be shared in a coaching setting
- Coaches need to feel confident that information is secure, and their clients need to be aware that their personal information is not being shared
- A number of interviewees also expressed reservations about losing the 'human' or personal element of the coaching experience which is so vital in building connections and rapport
- AI is unlikely to replace highly skilled coaches but day-to-day tasks such as goal-setting or basic admin are clearly achievable with AI
- Third-party platforms (e.g. BetterHelp, CoachHub) are perceived by coachees as having an advantage because of perceived anonymity and trust

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