

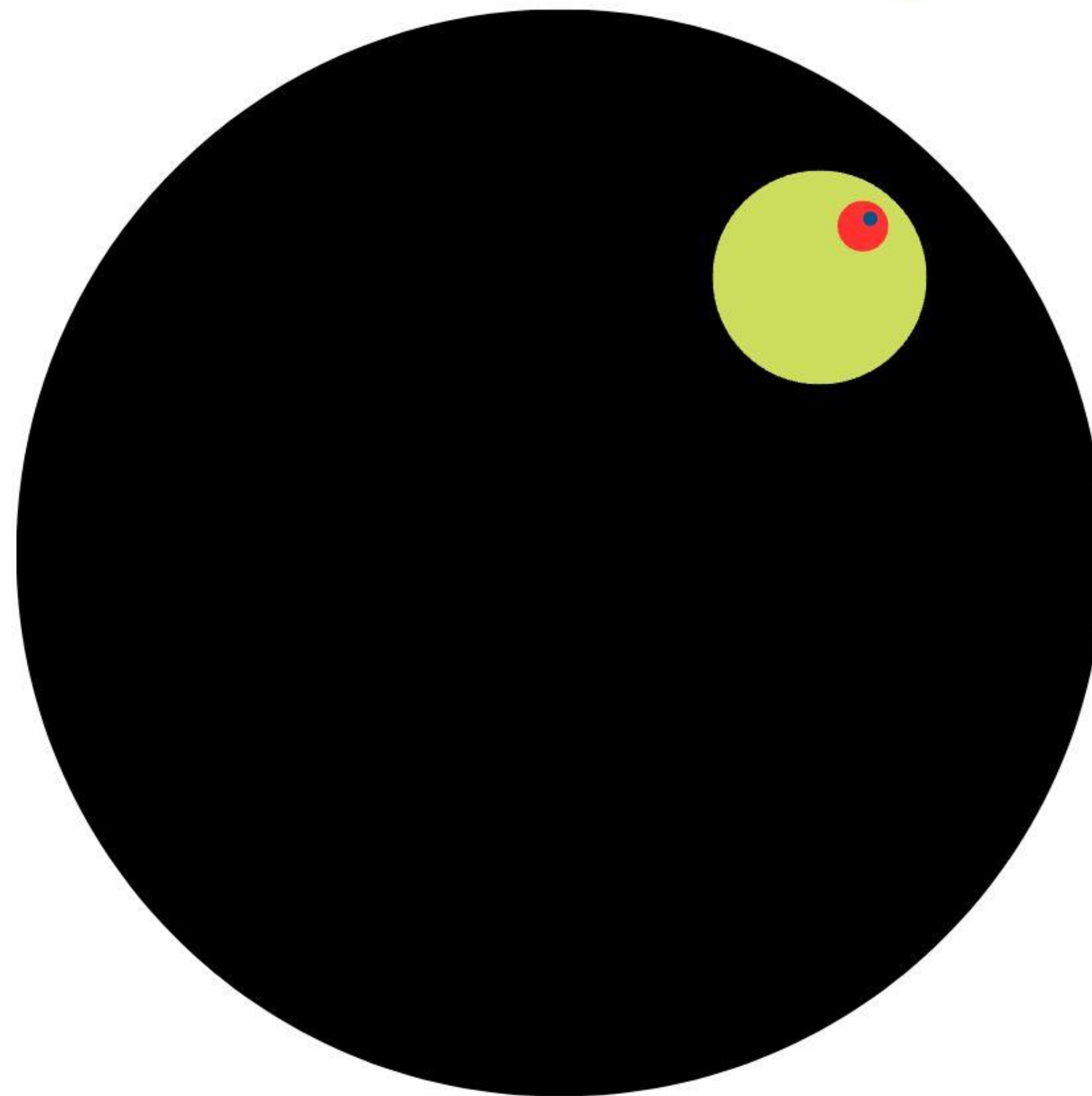
The AI Coach's Canvas: Enhancing Authenticity in a Digital Age

Divya Parekh, MS, CPC, LL, PCC

- **Enhancing Human Intuition with AI in Coaching**
- **Harnessing AI for Uncovering Behavioral Patterns**
- **Merging AI with Human Instinct in Coaching**
- **Establishing Trust and Confidentiality in
AI-Integrated Coaching**

Poll – Where do you fall in the circle?

- People talking about AI
- People using AI
- People applying it to their business or roles
- People conducting their business or roles better and faster



Enhancing Human Intuition with AI in Coaching

Complementary Roles

- AI and human intuition: A complementary duo in coaching
- Exploring the synergy between data-driven insights and intuitive understanding



Data Driven Decisions

- **Harnessing AI for informed, data-driven decision-making in coaching**
- **Preserving the human touch in an AI-assisted coaching model**



Adaptive Learning

- AI-facilitated adaptive learning for enhanced client engagement
- Continuous improvement in coaching strategies through AI insights



Ethical Balance

- **Balancing AI integration with ethical coaching practices**
- **Navigating ethical dilemmas in AI-human collaborative coaching**
- **Strategies for ethical balance in AI-enhanced coaching**



Client Centric Approach

- Ensuring a client-centric approach in AI-integrated coaching
- Aligning AI tools with client needs and goals



Poll: AI Complementing Intuition in Coaching

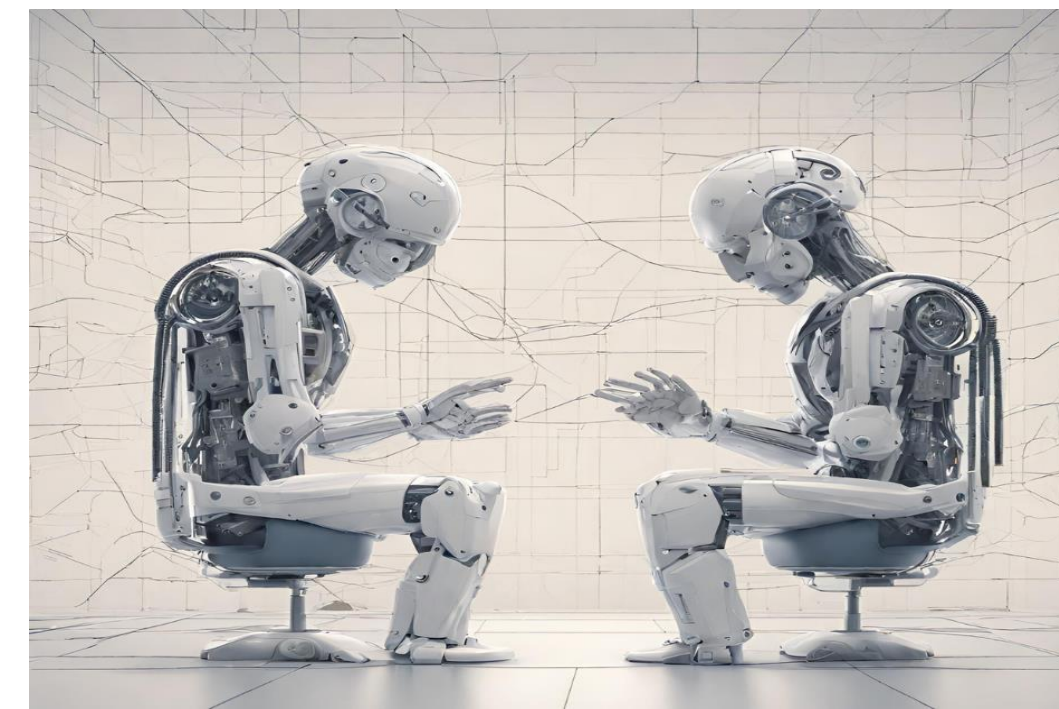
Which area of AI application do you feel most positively about integrating into your coaching practice?

- **Informed Decisions:** AI helps in making more informed coaching decisions.
- **Adaptive Techniques:** AI improves coaching by adapting to each client's learning pace.
- **Ethical Practices:** AI maintains strong ethical standards in coaching.

Harnessing AI for Uncovering Behavioral Patterns

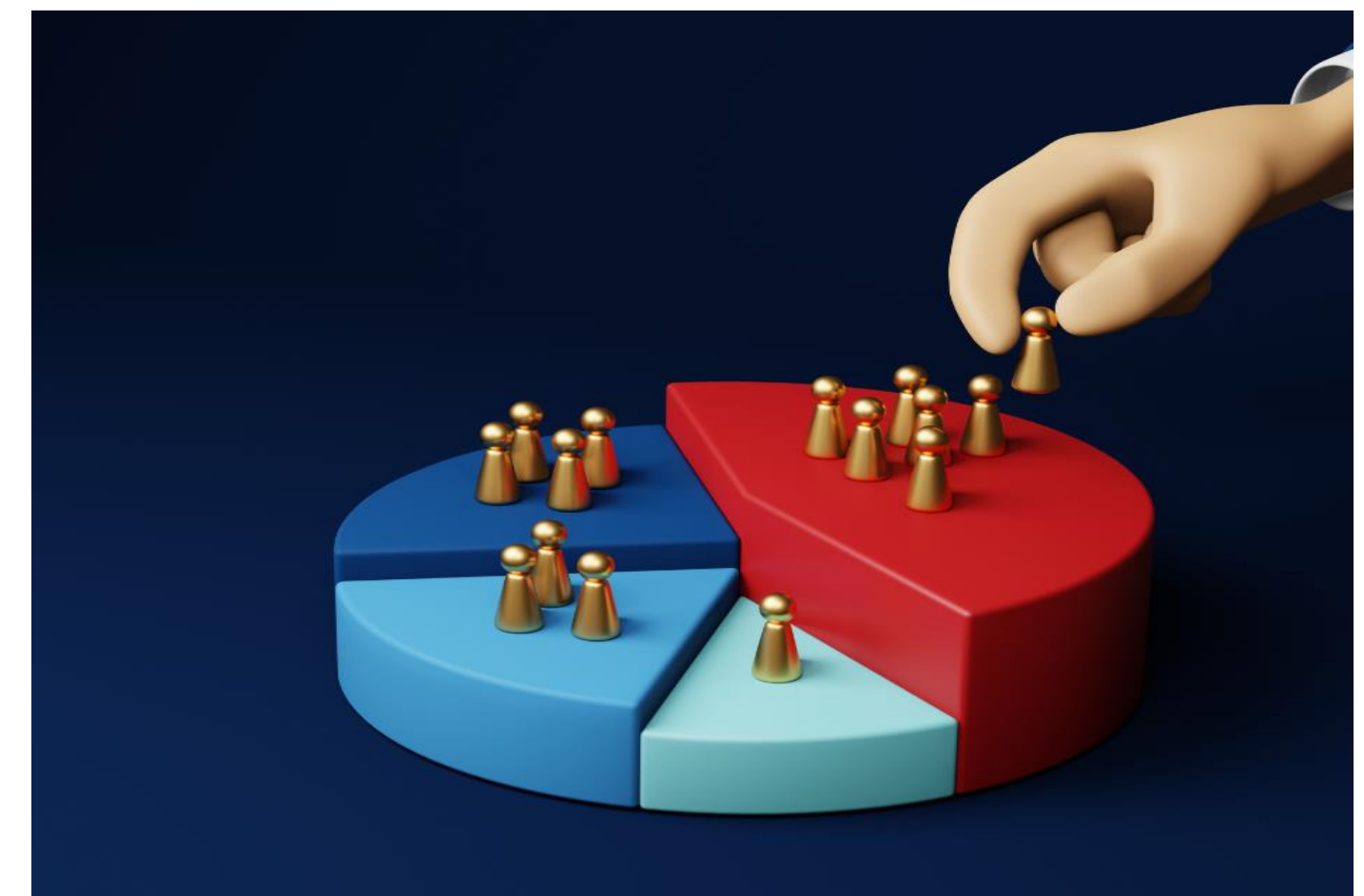
Identification

- **Advanced AI algorithms for subtle behavior recognition**
- **Enhancing human observational skills through AI assistance**
- **Analysis of client interactions and behavior**



Analysis

- Depth of AI analysis in interpreting complex behavioral data
- Insightful interpretations aiding in more nuanced coaching



Evaluation

- Evaluative metrics for AI effectiveness in behavioral pattern detection
- Assessing the positive impact on coaching outcomes
- Continuous improvement strategies for AI integration in coaching



Ethical Considerations

- Ethical guidelines for data privacy in AI-based behavior analysis
- Maintaining the integrity of the coaching relationship amidst AI integration





You

can you create a table where the client is recroding stuff over a peior of two weeks and then you show you are finding the patterns and providing insights



ChatGPT

Certainly! Below is a hypothetical scenario where a client records their thoughts and experiences over a period of two weeks. Following the table, I've demonstrated how one could use AI to identify behavioral patterns and provide insights based on the client's recordings.

Table: Client's Recordings Over Two Weeks

Day	Recording
1	Felt anxious about the meeting with my team today. I was worried I would say something wrong.
2	I think I disappointed my boss today. I should've prepared more for the presentation.
3	Couldn't sleep well. Kept thinking about the mistakes I made during the presentation.
4	I'm dreading the upcoming project review. What if I haven't done enough?
5	The feedback session went okay, but I could see disappointment in my supervisor's eyes.
6	Weekend at last. But I can't shake off the feeling that I should be working to fix my mistakes.
7	I spent the day going over my work, finding so many errors. How did I miss these before?
8	New week, but the fear of underperforming is still haunting me.
9	I double-checked my report multiple times before submitting. Can't afford another mistake.
10	My colleague pointed out a small error in my report. I can't believe I missed it.
11	Constant worry about the upcoming project deadline. I feel like I'm falling behind.
12	The client seemed unhappy with the update I provided. I should've done better.
13	I stayed up late to perfect my part of the project. I hope it's enough.
14	I'm exhausted but can't stop worrying about the client's reaction to our project.

Identifying Patterns using AI:

- **Command:** Identify recurring themes or expressions related to anxiety, fear of making mistakes, and self-doubt.
- **AI Analysis:** Recurring expressions such as "worried", "disappointed", "mistakes", "dreading", "fear of underperforming", and "can't believe I missed it" have been identified.

Providing Insights:

- **Behavioral Patterns:**
 - **Anxiety:** The client exhibits anxiety in anticipation of meetings, presentations, and project reviews.
 - **Fear of Making Mistakes:** There's a constant theme of fear surrounding making mistakes and underperforming, which seems to impact the client's ability to sleep and focus.
 - **Self-doubt:** The client often revisits their work to check for errors, indicating a lack of confidence in their initial efforts.
- **Insights for Coaching:**
 - **Addressing Anxiety:** Explore relaxation techniques and mindfulness practices to manage anxiety.
 - **Building Confidence:** Work on building the client's self-confidence through positive affirmations and by celebrating small victories.
 - **Managing Perfectionism:** Discuss the impact of perfectionism on the client's well-being and work towards fostering a growth mindset.

This analysis demonstrates how, by identifying recurring themes within the client's recordings over a two-week period, we can provide insights that could be leveraged in a coaching setting to support the client in addressing these challenges.



You

can you rewrite with additional tangible techniques for building confidence and managing perfectionaism rewrite the whole thing



Certainly! Here is the revised table and analysis based on your request:

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 - **Time Management:** Teach time management techniques to prevent overworking and to promote a healthy work-life balance.

This revised analysis offers a more detailed approach towards building confidence and managing perfectionism, providing tangible techniques that could be integrated into a coaching plan to support the client in overcoming these challenges.

Role of Communication and Strength Finders in Fostering Individual Growth and Team Building

Breakout Rooms (8 minutes)

– Please pick one question for discussion

- **How can AI identify subtle shifts in a client's behavior that might be missed during traditional coaching methods?**
- **In what ways can AI contribute to predicting future behaviors or challenges of clients based on past patterns?**
- **What tools can AI provide to assist coaches in understanding the root causes of a client's recurring behaviors?**
- **How might AI be used to customize coaching strategies based on identified behavioral patterns?**
- **Can AI assist in setting measurable targets for behavioral changes, and how?**

Practical Techniques for AI with Human Instinct in Coaching

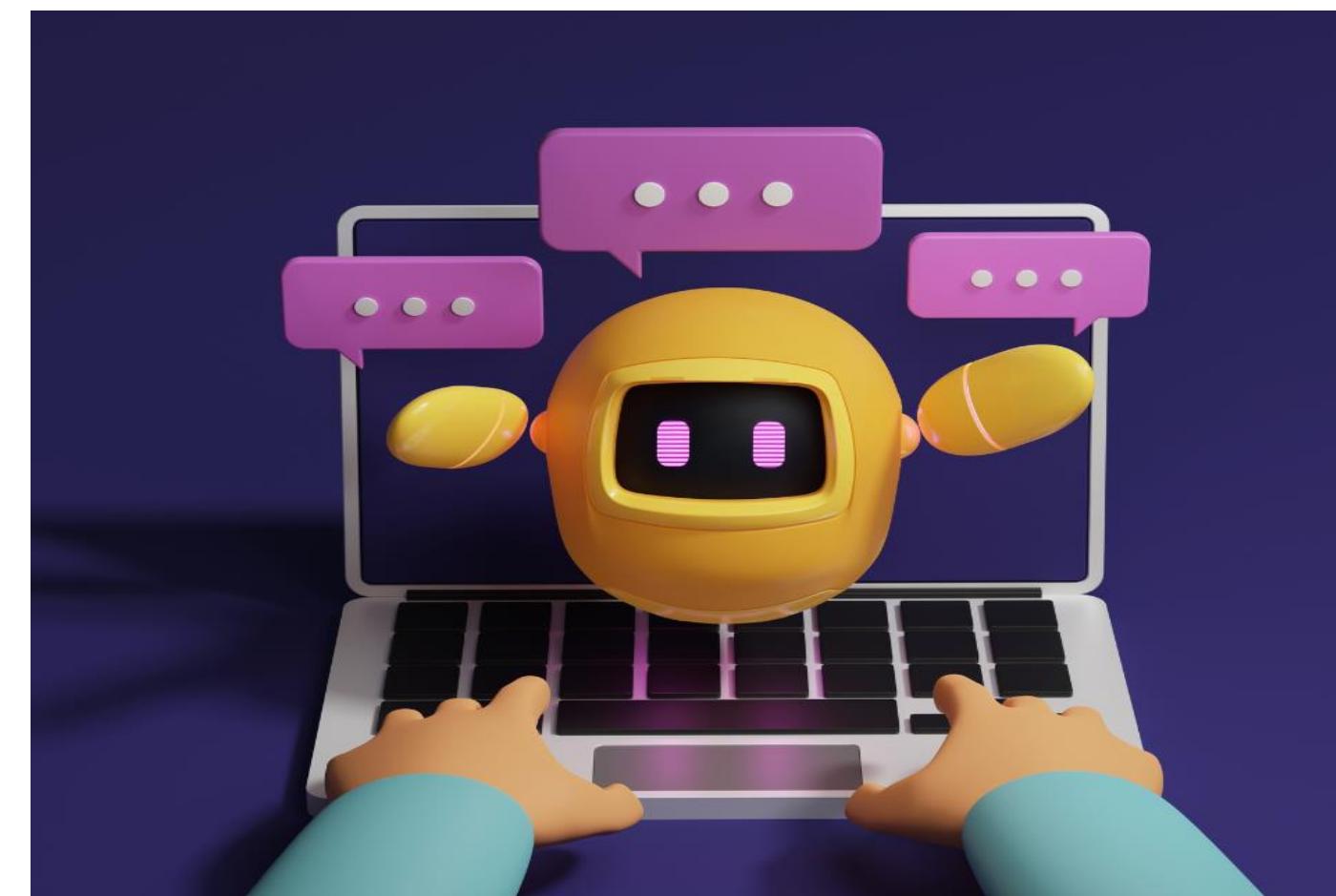
Practical Techniques for Merging AI with Human Instinct in Coaching

- AI-facilitated insights during coaching sessions
- Enabling a more dynamic in-session response to client needs



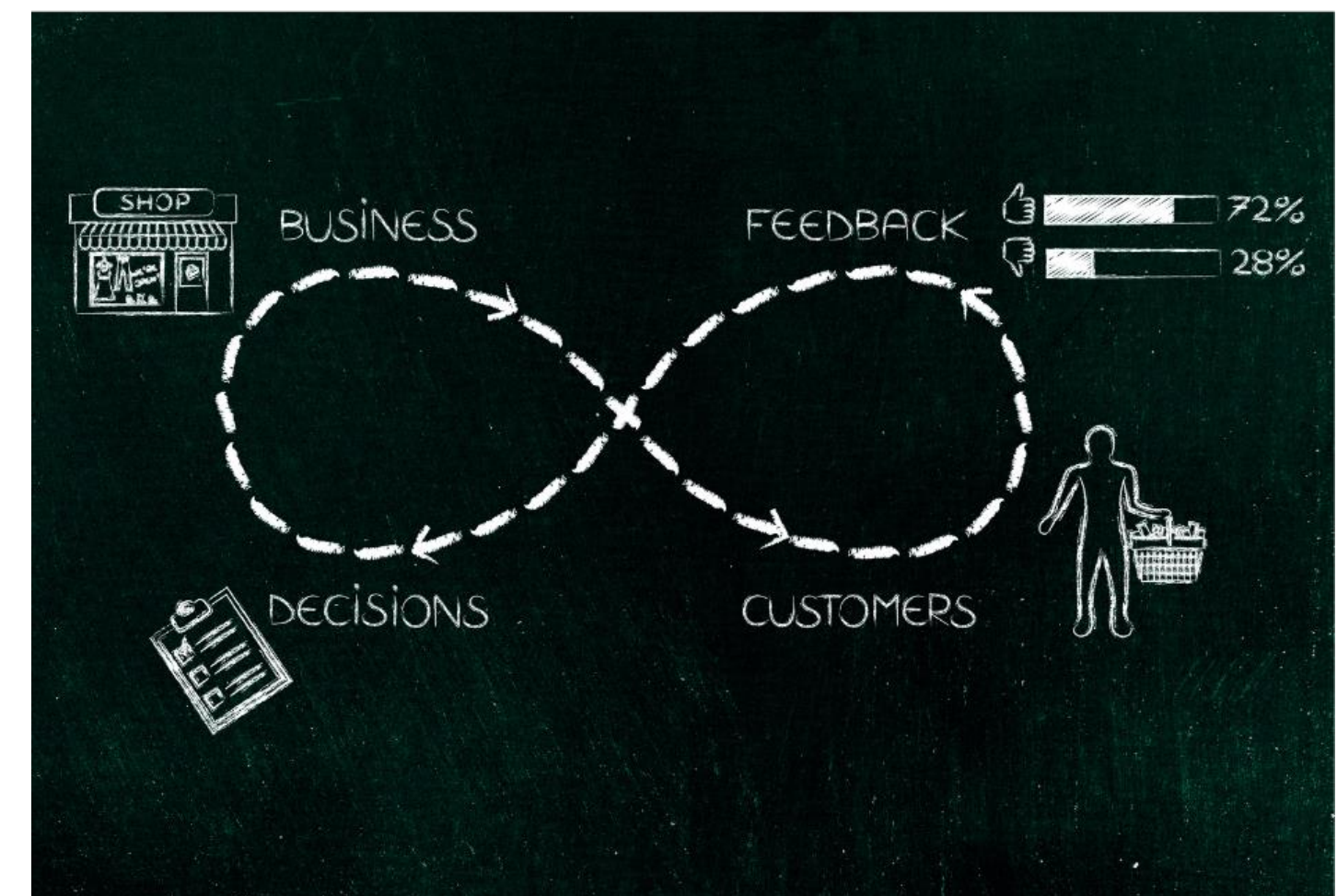
Customized AI Tools

- Designing customized AI tools aligned with personal coaching styles
- Meeting unique client needs through AI-human collaborative tools



Feedback Loop

- Establishing robust feedback loops for continuous AI and human learning.
- Enhancing AI systems with human feedback for better client engagement.



Measurable Outcomes

- **Setting clear, measurable outcomes for evaluating AI-human integrated coaching**
- **Assessing the effectiveness and impact on client transformation**



One Practical Application: Building Websites that Connect with Your Audience

Practical Application

Problem

Principle

Process

Protocol

Prompt

Our website
doesn't
generate leads
because it
doesn't
provide a
compelling
message

BUILDING A STORY BRAND

Clarify Your Messages
So Customers Will
Listen

Identifying Patterns using AI:

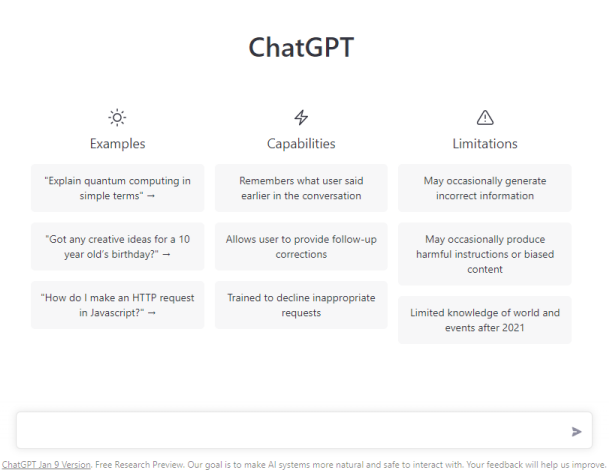
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Story Brand Website



Messaging that doesn't resonate/persuade

Problem

Our website doesn't generate connections with visitors because it doesn't provide a compelling message

Principle

Process

Protocol

Prompt

BUILDING A STORY BRAND

Clarify Your Messages
So Customers Will Listen

Identifying Patterns using AI

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Story Brand Website

ChatGPT

Examples	Capabilities	Limitations
"Explain quantum computing in simple terms" →	Remembers what user said earlier in the conversation	May occasionally generate incorrect information
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"How do I make an HTTP request in JavaScript?" →	Trained to decline inappropriate requests	Limited knowledge of world and events after 2021

ChatGPT, Jan 5, 2022. Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve.

The SB7 Framework

Problem

Our website
doesn't
generate leads
because it
doesn't
provide a
compelling
message

Principle

BUILDING
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BRAND

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Process

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Protocol

Story Brand
Website

Prompt

ChatGPT

Examples

"Explain quantum computing in simple terms" --

Capabilities

Remembers what user said earlier in the conversation

Allows user to provide follow-up corrections

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Limitations

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ChatGPT API (GPT-3.5-turbo)

Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve.

BUILDING A STORY BRAND

Clarify Your Messages
So Customers Will
Listen

1. A Character

The story starts with the customer as the hero, not your brand.

BUILDING A STORY BRAND

Clarify Your Messages
So Customers Will
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2. Has a Problem

You must identify the challenges or problems that your customers are facing. These can be external, internal, or philosophical.

BUILDING A STORY BRAND

Clarify Your Messages
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3. Meets a Guide

You position yourself as a guide, not the hero, with empathy and authority.

BUILDING A STORY BRAND

Clarify Your Messages
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4. Who gives them a plan

You provide provides the customers (heroes) with a clear plan to help them overcome their challenges.

BUILDING A STORY BRAND

Clarify Your Messages
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5. That calls them to action

You encourage the hero to take action, which is critical for the hero to overcome their problem.

BUILDING A STORY BRAND

Clarify Your Messages
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6. That helps them avoid failure

You make clear what stakes involved and that could happen if the hero doesn't take action (i.e., the potential for failure or negative outcomes.)

BUILDING A STORY BRAND

Clarify Your Messages
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7. *And ends in success*

Finally, the story ends with a vision of what success looks like for the hero, thanks to your help.

Takes too long, costs too much

Problem

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Protocol

Story Brand
Website

Prompt



These can take several hours to produce but once done...

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ChatGPT-4o 3.5 (2024) Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve.

Copy & paste in less than a minute

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Story Brand
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ChatGPT

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ChatGPT Jan 3 Version. Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve.

StoryBrand Protocol

Copy and paste everything you see below directly into ChatGPT

Your Task

Don't do anything yet, just confirm that you understand my instructions.

Using the framework below, please create a StoryBrand for my business.

Commands

/storybrand: create the storybrand based on the output format below, taking into considering the company and buyer profiles below.

/website: create a long-form website based on the output format below. You should suggest copy and images for each section.

ChatGPT Output from the protocol



ChatGPT

I understand your instructions. To create a StoryBrand for your AI Enablement Consulting business, we'll use the framework you've provided, which includes defining the character (your target audience), their problem, your company as the guide, the plan you offer, the call to action, the avoidance of failure, and the envisioning of success. This framework will help position your brand effectively in your marketing efforts.

Before proceeding, I'll need some specific details about your company and buyer profiles to tailor the StoryBrand appropriately. Could you please provide these details? This includes information about your target audience, their specific problems related to AI integration, and how your services uniquely address these issues.



/Storybrand Prompt



You

/website



ChatGPT

Certainly! Based on your AI Enablement Consulting firm's profile, here's a detailed outline for a long-form website that aligns with your StoryBrand framework:

Unlock the Power of AI in Professional Services

Banner Image Suggestion: A dynamic and futuristic image depicting AI integration in various professional services settings.

Headline: Transform Your Business with AI Expertise

Sub-headline: Empower your team, enhance your services, and lead in your industry with AI.

/Website Prompt



You

/website



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A Website That Connects

Problem

Principle

Process

Protocol

Prompt

Our website
doesn't
generate leads
because it
doesn't
provide a
compelling
message

BUILDING
A STORY
BRAND

Clarity Your Messages
So Customers Will
Listen

Identifying Patterns using AI:

- **Command:** Identify recurring themes or expressions related to anxiety, fear of making mistakes, and self-doubt.
- **AI Analysis:** Recurring expressions such as "worried", "disappointed", "mistakes", "dreading", "fear of underperforming", and "can't believe I missed it" have been identified.

Providing Insights:

- **Behavioral Patterns:**
 - **Anxiety:** The client exhibits anxiety in anticipation of meetings, presentations, and project reviews.
 - **Fear of Making Mistakes:** There's a constant theme of fear surrounding making mistakes and underperforming, which seems to impact the client's ability to sleep and focus.
 - **Self-doubt:** The client often revisits their work to check for errors, indicating a lack of confidence in their initial efforts.
- **Insights for Coaching:**
 - **Addressing Anxiety:** Explore relaxation techniques and mindfulness practices to manage anxiety.
 - **Building Confidence:**
 - **Positive Affirmations:** Encourage the client to practice positive affirmations daily to build self-confidence.
 - **Celebrating Achievements:** Recognize and celebrate small and big achievements to boost self-esteem.
 - **Skill Development:** Identify areas where the client feels inadequate and encourage skill development through training or courses.
 - **Peer Feedback:** Create opportunities for positive peer feedback through group exercises or peer review sessions.
 - **Managing Perfectionism:**
 - **Realistic Goal Setting:** Work with the client to set achievable goals, helping them to understand that perfection is not attainable.
 - **Mindfulness and Acceptance:** Encourage mindfulness practices to help the client accept imperfections and focus on progress rather than perfection.
 - **Error Analysis:** Instead of fearing mistakes, encourage the client to see them as learning opportunities, analyzing them to understand what can be improved.
 - **Time Management:** Teach time management techniques to prevent overworking and to promote a healthy work-life balance.

This revised analysis offers a more detailed approach towards building confidence and managing perfectionism, providing tangible techniques that could be integrated into a coaching plan to support the client in overcoming these challenges.

Story Brand Website

ChatGPT

Examples	Capabilities	Limitations
"Explain quantum computing in simple terms" --	Remembers what user said earlier in the conversation	May occasionally generate incorrect information
"Got any creative ideas for a 10 year old's birthday?" --	Allows user to provide follow-up corrections	May occasionally produce harmful instructions or biased content
"How do I make an HTTP request in JavaScript?" --	Trained to decline inappropriate requests	Limited knowledge of world and events after 2021

ChatGPT Jan 9 Version. Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve.

Breakout Rooms (8 minutes)

– Please pick one question for discussion

- **How might AI tools assist in personalizing coaching approaches for different clients, based on their unique backgrounds and objectives?**
- **What are the innovative ways ChatGPT can be incorporated into coaching sessions to enhance client engagement and interaction?**
- **How can AI be leveraged for efficient management of coaching administrative tasks, such as scheduling and client communication?**
- **In what ways can ChatGPT assist in tracking and analyzing client progress over time in a coaching context?**
- **How might AI tools like ChatGPT contribute to creating customized learning resources or activities for clients in a coaching environment?**

Establishing Trust and Confidentiality in AI-Integrated Coaching

Transparency

- Maintaining transparency with clients on AI integration in coaching
- Strategies for open communication and informed consent



Data Security

- Ensuring robust data security measures in AI-enhanced coaching
- Upholding client confidentiality amidst digital integration



Informed Consent

- Obtaining informed consent for AI use in the coaching process.
- Navigating legal and ethical considerations in informed consent



Professional Boundaries

- Establishing professional boundaries in AI-integrated coaching
- Upholding the sanctity of the coaching relationship amidst AI integration



Poll

Which factor most strengthens trust in AI-integrated coaching?

- **Transparent Algorithms**
- **Personalized Interactions**
- **Consistent Performance**

Thank you!!!

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