

**NOBCO**

Nederlandse orde  
van beroepscoaches

Affiliated with



# 10 TIPS

## HOW TO DEAL WITH AI



**artificial  
intelligence**

## Privacy & data

### 01 Anonymity, no sharing personal data

There is a difference between open AI (including ChatGPT) and AI applications that are developed by a provider. With Open AI it seems as if you work anonymously. That is not guaranteed. A lot of open AI is developed in America. Be aware that privacy legislation there differs from European rules regarding GDPR. In Europe, the rules are stricter and data may not simply be stored or resold. Therefore, do not enter personal or company details, such as name, email or address details. Always anonymize traceable data of your coachee, also when using translation programs or other digital AI tools, such as in assessments.

AI tools developed by vendors are often closed. The suppliers usually indicate that the data you enter will not be shared. When using a private AI tool, check the terms and conditions of delivery to see how they handle personal data and the data you enter.

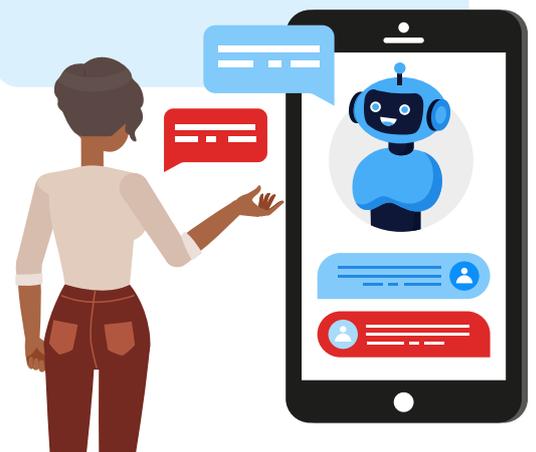


### 02

#### Profiling, be aware of what sensitive information you share

Generative AI builds on previous information you have entered and becomes smarter.

The extent to which the data is linked to you as a person is less clear. We do know that a personal profile is being built up for everyone. Your personal profile is interesting for commercial purposes, but can potentially also lead to limited access to products or services. Therefore, be careful about sharing private events and personal thoughts with open AI.



## Quality & ethics

### 03 You are responsible for the quality of the coaching

Individual flesh-and-blood coaches can be certified. It is less clear how an AI coach delivers good quality and acts within professional frameworks. AI is usually aimed at providing solutions or advice. But an AI coach is also expected to ask questions. It takes time to teach a chatbot that skill.

Our starting point: treat AI as a coach in training who acts under your responsibility. Test the AI application you use on its principles [competence framework](#). In the appendix you will find an overview in which we apply the competence framework to AI coaching. This gives you a global insight into what AI can and cannot do compared to a real coach.

### 04 Make agreements about accessibility

As humans, we are inclined to The advantage of AI tooling is that it is available to the coachee 24/7, even when you are not available.

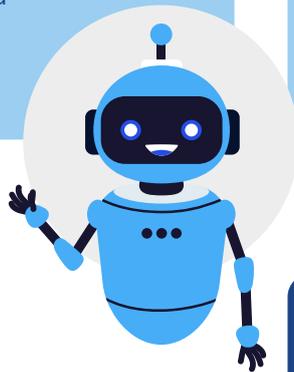
Be aware that the AI tool will probably not notice if a coachee is seriously upset by the 'conversation'. The AI coach also does not have the option to provide a crisis intervention, for example in the case of serious burnout symptoms. So make a conscious choice whether your coachee and his question match the AI tool you want to use. In addition, make agreements with the coachee about the speed with which you respond and when you are available.

## 05 The appearance of empathy, the appearance of contact

As humans, we are inclined to attribute human qualities to the machine, including to open AI. This can create the appearance of real contact. This may provide a short-term answer to loneliness, for example, but in the long term it can lead to an erosion of real human contact. Computer scientist Ilyaz Nasrullah puts it something like this: If you knock on the door of an AI coach you will get an answer, but no one is home. The AI coach is not a substitute for working in the 'here and now'. Be aware of what promise you make about AI to the coachee.

## 07 Use AI where it is designed for

Datasets and algorithms are often designed for a purpose other than coaching people. If you do use AI for this, you run the risk of 'function creep': in that case you are using a tool for something other than what it is intended for. This causes unintended side effects or damage. Most datasets are mainly suitable for solving linear questions. The reality of a coachee is complex and it depends on the context of the coachee what a good coaching intervention is. Be clear to your coachee what your AI is and what it cannot commit to.



## Contracts & liability

### 09 Arrange AI in your contract

Discuss with your coachee what your role as a coach is, what support AI provides in the coaching process, which form of AI you use and what the coachee's responsibility is. Record these agreements regarding the use of AI and responsibilities in your contract and include the use of AI in your terms of delivery.

### 06 Results depend on the input

Everything that is on the internet has been created by people. This makes the dataset that open AI works with a kind of mirror of the current generation of people, including forms of discrimination or views on gender identity.

AI applications also use algorithms and databases. If there is a bias in this (for example 'men are subordinate to women') the user can be influenced without being aware of it. Recruitment and selection and career coaching can unconsciously generate choices that conflict with ethical values and an inclusive society. Be aware of this.

### 08 Endorsing ethical guidelines

NOBCO uses the International Code of Ethics. As a coach, you endorsed this after registering with NOBCO and placed it on your website. The code is updated regularly. Inform yourself and the coachee of the [last version](#). This code already contains a few guidelines for the use of AI. In addition, EMCC Global [special guidelines](#) insert prepared for the use of AI. The word provider is used in this document. This is a collective word for coaches, trainers and suppliers.

### 10 AI and liability: arrange it well

AI is new in the coaching profession and there is no case law yet that provides clarity about liability if possible negative consequences arise from coaching using AI.

The professional liability insurance that you have been able to take out through NOBCO states the responsibility you have to understand what you do and deploy. NOBCO is in discussions with the insurer to further clarify this for our coaches.

## Attachment 1:

# What are the coaching competencies of an AI coach?

The AI coach passes the bar of the EMCC Competence Framework

NOBCO uses the EMCC Competence Framework as a framework for professional coaching. A professional coach has the eight coaching competencies of the framework (a summary of these competencies can be found [here](#)). What about an AI coach?



### Competency 1.

#### **Self-insight**

An AI coach has no self-awareness. And is therefore not aware of how his 'own' values, beliefs, skills and behavior influence his way of coaching. For example, an AI coach may be trained with input, values and beliefs from a different culture than where he is deployed. We do not know whether an AI coach is able to adjust himself in this regard.

### Competency 2.

#### **Focus on self-development**

Many AI applications are learning systems; their knowledge grows based on input. However, an AI coach still lacks self-examination and introspection to see where growth is necessary or desirable to improve coaching.

### Competency 3.

#### **Dealing with the coaching agreement**

Contracting, in advance and during a coaching process, is difficult for an AI coach. This may be possible at a procedural and substantive level through pre-entered information, but an AI coach cannot yet do this at a psychological level. For example, it is uncertain whether an AI coach knows where the coachee's responsibility begins and ends. And whether he can identify where the psychological collaboration with the coachee is going well or no longer going well.

#### Competency 4.

### Shaping the coaching relationship

An AI coach can learn skills to make a coachee feel at ease, create a safe setting, listen to the coachee's questions and always respond to them. In line with competency 3, an AI coach does not build a real relationship with a coachee. There is no fellow human being who thinks independently and is involved about the coachee's situation.

The fact that an AI coach cannot (yet) sense what is going on with a coachee can be risky in situations where a coachee is not doing well. It is not expected that an AI coach will be able to pick up alarming verbal and non-verbal signals from the coachee and decide that scaling up, referral or a crisis intervention is necessary.

#### Competency 5.

### Enables the client to gain insight and learn

An AI coach can be taught to guide a coachee in a coaching manner. In this way he can help the coachee gain insights and encourage them to change behavior. The question is to what extent an AI coach can also do this when it comes to discovering patterns between the coachee's question, situations from his or her life that the coachee brings in and how the coachee feels and behaves in the coaching relationship. As far as we know, working with these parallel processes in coaching, which provide important starting points for growth, is not yet possible for an AI coach. So far, an AI coach seems limited to 'input generates output'.

#### Competency 6.

### Goal and action orientation

An AI coach can learn which goals a coachee wants to work on and encourage a coachee to get started with these. However, if a coachee does not apply an insight in practice and does not achieve behavioral change, the AI coach has few tools. In concrete terms: if a coachee drops out and no longer logs in, an AI coach cannot proactively follow up, ask what is happening, identify patterns, etc. In other words: goal and action orientation depend on the willingness of the coachee.

#### Competency 7.

### Use of models and techniques

An AI coach surpasses any real coach in his knowledge of techniques and models. His vulnerability still lies in being able to sense which model suits the learning style, experience and capabilities of the coachee. It is also questionable how flexibly an AI coach can switch between models when the coachee or the situation requires it, for example when a coachee is tired, resistance arises or emotions run (too) high.

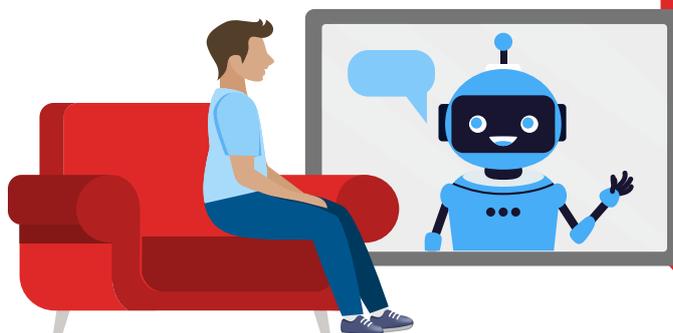
#### Competency 8.

### To evaluate

Evaluating a coaching process at a procedural and substantive level can easily be carried out by an AI coach. Evaluating on a psychological level and meta-level - how was our interaction, our collaboration and our coaching relationship - is much more difficult or even fundamentally impossible for an AI coach. The questions about this can be asked, but an AI coach cannot understand the nuances in the possible experiences of a coachee and cannot reflect on them together.

## How competent is the AI coach?

All in all, many of the eight coach competencies of the EMCC competence framework appear to be learned by an AI coach at the level of knowledge and skills. But when it comes to empathy and feeling, responding flexibly to the coachee's state of mind and involving parallel processes in coaching, an AI coach still falls short, as far as we can estimate. This can be particularly risky in situations where a coachee is not doing well and acute help is needed. The non-human nature of an AI coach also prevents real psychological contact between coach and coachee.





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## Aansprakelijkheid

NOBCO is not liable for consequences in AI practice that arise directly or indirectly from this note. The tips are intended to make coaches aware of the impact of this relatively new theme on their field.