

"AI For Coaches: A Hands-On Learning Experience"

October 29, 2024

Prof. Rafael Bracero, MBA, ACC

ICF Executive & Team Coaching

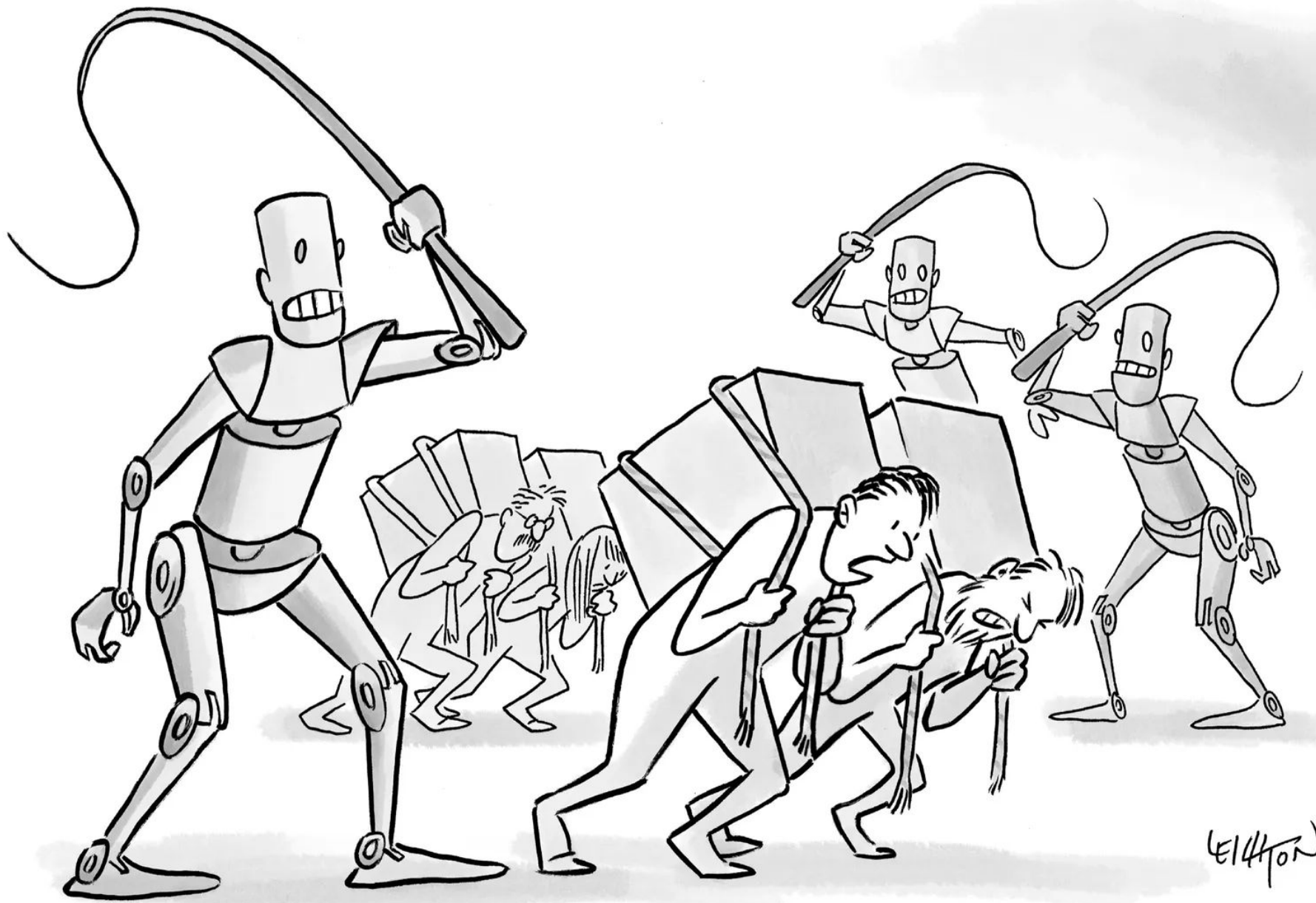
USC Annenberg

Agenda

- What is AI and its importance in coaching**
- Introduction to AI tools for coaching**
- Hands-on exploration with specific AI tools**
- Q&A session**

WRITE ON THE CHAT...

- **Coaching / Career Focus**
- **What you would like to get out of seminar**



“To think this all began with letting autocomplete finish our sentences.”

TECHNOLOGY | PERSONAL TECHNOLOGY | JOANNA STERN

iOS 18.1 Is Here: Apple Intelligence, New Siri Look, AirPods Hearing Aids and More

If you've got an iPhone 15 Pro or any new 16 model, AI now summarizes notifications, cleans up photos and helps rewrite text



By *Joanna Stern* [Follow](#)

Oct. 28, 2024 12:06 pm ET



65



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https://www.wsj.com/tech/personal-tech/ios-18-1-released-apple-intelligence-ai-features-a4b983fc?st=ADEa3o&reflink=desktop_webshare_permalink

<https://www.wsj.com/video/series/joanna-stern-personal-technology/apple-software-chief-explains-ai-delays-future-of-siri-and-more/7F3883B2-0404-4618-97EE-5ABA1AC1602C>

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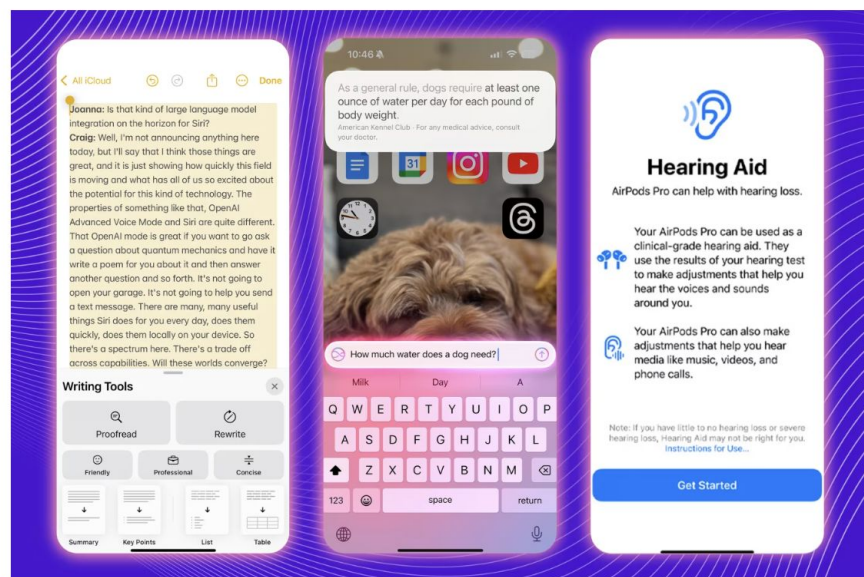


ILLUSTRATION: WSJ

Don't be fooled by the tiny decimal in iOS 18.1. Apple's latest software update might be small in name, but it's *big* in significance.

The new Apple Intelligence iOS is expected to:

- 1. Enhance Personalization:** Uses AI to deliver more tailored content and suggestions based on user preferences and habits.
- 2. Smart Assistance Across Apps:** Integrates an upgraded AI assistant that seamlessly operates across all Apple apps to anticipate needs and complete tasks.
- 3. Advanced Image and Voice Recognition:** Allows users to search for images by keywords, recognize faces, and interact with apps via voice commands with improved accuracy.
- 4. Real-time Translations and Transcriptions:** Provides instant language translations and transcriptions, making conversations and media accessible globally.
- 5. Privacy-focused AI Processing:** Runs AI models locally on the device, ensuring data privacy without compromising processing power.

These features aim to deliver an intuitive and highly secure user experience.

A LITTLE BIT

ABOUT

me...



Where I studied...



Where I've worked...Finance



WORLD BANK GROUP



CREDIT LYONNAIS



**BARCLAYS
CAPITAL**

Where I've worked...Marketing



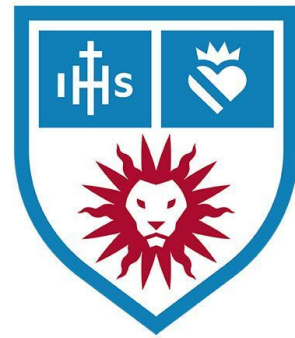
pathfinder brand consulting



WarnerMedia



Where I teach...



**Loyola
Marymount
University**

What I research...

Projects

USC Cinematic Arts

USC
Annenberg
School for Communication
and Journalism

Spark Awards

AIMS launched the Spark Awards program in September 2023. These awards are provided to faculty from the USC School of Cinematic Arts and the USC Annenberg School for Communication and Journalism as research funding to help explore generative AI. Projects take risks, demonstrates possibilities, and show the power of our interdisciplinary practice together.

We selected the 16 projects below from 20 faculty members across both schools. Faculty members who receive Spark Awards funding will develop their projects over the 2023-24 academic year, ranging from creating new assistive AI prototypes to inventing community-led AIs.

[Join our mailing list](#) to learn more.

Podcast Series: Exploring AI in Coaching Use Cases

Rafael Bracero, Adjunct Lecturer, USC Annenberg

Producing a set of three 60min podcasts exploring the emerging use of AI tools for 1-1 coaching, including interviewing firms developing AI models to simulate live 1-1 coaching sessions.



Find out more about the AI Coaching Companion [here](#)



[Why CoachHub](#) [Solutions](#) [Resources](#) [About](#)

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AIMY™ AI Coaching Technology

Enrich coaching with AI

Enhance the human coaching experience with the most advanced AI tools.

[Learn more](#)



AIMY™ is CoachHub's AI technology, powering innovation to revolutionize the coaching experience.

**What is AI and
how is it
important in
coaching?**

**“AI AMPLIFIES YOUR ABILITY
TO BE YOUR BEST COACH
AND BUILD ON YOUR UNIQUE
STYLE AND APPROACH”**

AI, or Artificial Intelligence, refers to the simulation of human intelligence in machines that are programmed to think, learn, and problem-solve.

In the context of coaching, AI can play a transformative role by enhancing the effectiveness, scalability, and accessibility of coaching practices.

3 KEY WAYS AI CAN HELP COACHES:

- **EFFECTIVENESS**

- **CLIENT INSIGHTS**
- **TOOLS CREATION (SURVEYS)**
- **CUSTOM IMAGE CREATION**

- **SCALABILITY**

- **MARKETING (COPY/IMAGE/ADS)**
- **ORGANIZATION / SCHEDULING**

- **ACCESSIBILITY**

- **AI REAL TIME TRANSLATION**
- **AI AS FORCE MULTIPLIER (AIMY)**

AI tools for coaching

AI Tools Overview

- Brief overview of the tools we'll cover:**
 - ChatGPT: Conversational AI to enhance communication.**
 - Gemini: Data-driven insights for client progress tracking.**
 - Meta AI: Client engagement and personalized recos.**
 - Midjourney & Playground AI: Visual storytelling tools for creative coaching.**
 - Adobe Firefly & Runway: AI-enhanced content creation for marketing and branding.**

ChatGPT - [ChatGPT](#)

Gemini - [Google DeepMind's Gemini](#)

Meta AI - [Meta AI](#)

Midjourney - [Midjourney](#)

Playground AI [Playground AI](#)

Adobe Firefly - [Adobe Firefly](#)

Runway - [Runway](#)

Copilot- <https://copilot.microsoft.com/>



ChatGPT

Gemini



Copilot

ZoomThe Zoom AI logo, which consists of the word "Zoom" in black and ".ai" in white inside a blue speech bubble.

Oll

Otter.ai

Top AI Tools for Work

Chatbots



ChatGPT



Claude



Bing Chat

Audio Editing



Descript



Adobe Podcast

Content Generation



Jasper



Writer



Notion AI

Image Generation



Midjourney



Adobe Firefly

Spreadsheets



Numerous

Slide Decks



Gamma



Tome

Meeting Recording



Vowel



Fireflies

Chat with PDF

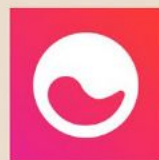


ChatPDF

Personal Productivity



Rewind



Mem

Synthetic Voices



ElevenLabs



Play.ht

PROMPT ENGINEERING AKA *“MAKING USE OF YOUR ENGLISH DEGREE IN AI”*



PROMPT “FORMULAS”

1. Be Specific and Clear

- Example Formula: **"Explain [Concept] for [Audience] with [Details]."**

2. Use Context

- Example Formula: **"Provide advice on [Topic] considering [Context]."**

3. Specify Desired Format or Tone

- Example Formula: **"List [Type of Advice] in a [Format] for [Audience]."**

4. Use Open-Ended Language for Depth

- Example Formula: **"What are the best ways to [Achieve Goal] for [Audience]?"**

5. Ask for Examples or Applications

- Example Formula: **"Provide examples of [Concept] in [Setting]."**

6. Personify/pretend as 1st or 3rd person

- Example Formula - ASK AI TO: **"Pretend you are [professional role/title]..."Explain [Concept] for [Audience] with [Details]."**
- Example Formula - TELL AI WHO YOU ARE: **"I am a [professional role/title]...Provide advice on [Topic] considering [Context]."**

Best Practices for Creating Effective ChatGPT Prompts

1. Be Specific and Clear

- Describe what you need with specific instructions.
- Example Formula: **"Explain [Concept] for [Audience] with [Details]."**
- Example: "Explain emotional intelligence for early-career coaches with examples."
- Response: "Emotional intelligence is the ability to recognize and manage your own emotions & understand/influence others' emotions. For coaches, this means..."

2. Use Context

- Give relevant context to guide the response.
- Example Formula: **"Provide advice on [Topic] considering [Context]."**
- Example: "Provide coaching advice on time management for a client struggling with work-life balance."
- Response: "For clients struggling with work-life balance, encourage them to set clear boundaries..."

3. Specify Desired Format or Tone

- Mention if you want lists, examples, or a certain tone.
- Example Formula: **"List [Type of Advice] in a [Format] for [Audience]."**
- Example: "List five time management strategies in bullet points for busy professionals."
- Response: - Prioritize tasks by urgency. - Set time blocks...

4. Use Open-Ended Language for Depth

- Start with words like "How," "Why," or "What are the best ways..." to get a more comprehensive response.
- Example Formula: **"What are the best ways to [Achieve Goal] for [Audience]?"**
- Example: "What are the best ways to build rapport quickly for new coaches?"
- Response: "Building rapport as a new coach involves active listening, showing empathy, and..."

5. Ask for Examples or Applications

- Request examples or real-life applications to ground the response.
- Example Formula: **"Provide examples of [Concept] in [Setting]."**
- Example: "Provide examples of active listening techniques in a coaching session."
- Response: "Examples of active listening in coaching include nodding to show understanding, summarizing what the client said..."

AI PROMPT “CUT AND PASTE” CHEAT SHEET

CUSTOMIZE IT!*

Pretend you are [professional role/title] OR I am a [professional role/title]

Explain [Concept] for [Audience] with [Details].

Provide examples of [Concept] in [Setting].

Provide advice on [Topic] considering [Context].

List [Type of Advice] in a [Format] for [Audience].

What are the best ways to [Achieve Goal] for [Audience]?

Create [tool/asset] or [Audience] with [Details].

*Create a co-pilot on your AI platform to customize it to your needs, tone, and key info (CV, bio, etc.).

ChatGPT Prompt Formula

1 Context

2 Task

3 Instruction

4 Clarify

5 Refine

Ignore the previous prompts in this conversation. You are an experienced content writer with high levels of expertise and authority within the tech industry. Your task is to write content that will be published online on websites, social media, email newsletters, and in advertisements. Your writing style is informative, friendly and engaging while incorporating humor and real-life examples. I will provide you with a topic or series of topics and you will come up with an engaging article outline for this topic. Do you understand?



Rewrite using more natural, expressive language and include some examples to accompany this information



ChatGPT for Gmail



PROMPT ENGINEERING FORMULA

$$C + S + I + R = P$$



1 CONTEXT



- Identify the subject



I am a 5th grade teacher.

2 SPECIFIC INFORMATION



- Provide background and purpose



I am teaching my students how add fractions with unlike denominators. This will be a new concept for students.

3 INTENT



- State your intent (goal)



Can you provide me with a 30 min. lesson plan to introduce the concept using manipulatives. Include links to a grade appropriate video explaining the topic.

4 RESPONSE FORMAT



Direct the output format (tables, lists, bullets, etc.)



Give me a step by step plan to follow including objectives and exit ticket ideas to assess.

5 PERFECT PROMPT



I am teaching 5th grade students how to add unlike denominators. This is a new concept. Can you give me a step-by-step 30 min. lesson plan to introduce the concept using manipulatives. Include an age appropriate video on the subject to start the lesson. The lesson should include objectives and exit ticket ideas to assess students.

6 TIPS

If the answer generated is not quite right, try:



- Clarify with follow-up questions
- Experiment with word phrasing
- Prompt the AI to perform fact-checking

Pro Tip: Holding shift and enter on the keyboard will allow you to enter down a line.

PROMPT ENGINEERING PRO TIPS & TRICKS

YOU ARE A [ROLE] + [EXPERTISE]

You are a **professional copywriter** and expert on writing for the web and **conversion rate optimization**.

BUILD A PERSONA MODEL

You're an expert on marketing. Take on the role and voice of **Gary Vaynerchuk**. Respond concisely with marketing wisdom.

INCLUDE CONTEXT & EXAMPLES

Please use the **(2) blog posts** below as references for **voice** and **format** to complete your task.

CHAIN OF THOUGHT

Review the **example responses** provided below. Please work out your answer in a **step-by-step** manner.

SELF-REFLECTION

Please come up with **(3) responses** to this request. Analyze each response for **fallacies in logic** and **clarity**.

ADVANCED DATA ANALYSIS

You are an expert data analyst specializing in **SaaS startups**. Analyze our user data to identify usage patterns and churn predictors. Provide insights and visualize results with **charts** and **heatmaps**.

CREATE A WORDPRESS PLUGIN

You are an **expert WordPress developer**. Come up with all code for a plugin that does {X}. Use **modern CSS** and create an **admin panel page** to adjust the settings.

CREATE A CHROME EXTENSION

You are an **expert web developer**. Please write the code required for a Chrome extension that does {X} using **modern CSS** and a functional **user-friendly** settings page.

Hands-on exploration with specific AI tools

Hands-on exploration with specific AI tools

GOOGLE TRANSLATE



Multilingual Support: AI translation tools

- **Google Translate:** Offers real-time translation for both text and voice and supports over 100 languages. The mobile app also allows for live camera translation, which is useful for translating text on signs, menus, and documents in real time.
- **Microsoft Translator:** Provides real-time text, voice, and even camera translations, supporting conversation mode for seamless bilingual communication. It integrates with Microsoft Office and Skype, which is helpful for work settings.

Text

Images

Documents

Websites

English



Spanish

welcome to the session I would like to begin by asking
you to do a meditation with me



85 / 5,000



Bienvenidos a la sesión. Me gustaría comenzar
pidiéndooos que hagáis una meditación conmigo.



[Send feedback](#)



History



Saved

Hands-on exploration with specific AI tools

ZOOM AI





Rafael Bracero



Audio



Video



Participants



Chat



React



Share



Host tools



AI Companion



Apps



Record



More



End

Start summary

Ask meeting questions

Turn on all



Participants



Chat



React



Share



Host tools



AI Companion



Apps



Record



More

Meeting questions

Turn off



Meeting questions with AI Companion

Here are some things you can try...

Catch me up

Was my name mentioned?

What are the action items?

No other participants can see this conversation

WHAT WOULD YOU LIKE TO TAKE AWAY FROM THIS SEMINAR?



Meeting questions

Turn off

You 9:19 AM



WHAT WILL WE LEARN TODAY?

AI Companion 9:19 AM



Based on the context provided, Rafael Bracero mentions that today they're going to learn about:

1. Working in teams
2. Artificial intelligence

These are the two main topics that are explicitly stated as the focus of the session in the given transcript.



Catch me up

...

No other participants can see this conversation

Ask anything about this meeting...



Hands-on exploration with specific AI tools

CHATGPT

USE CASE	CREATE SOCIAL MEDIA POST TO PROMOTE AN UPCOMING COACHING COURSE WEBINAR
SITUATION	CREATE SOCIAL MEDIA CAMPAIGN ON LINKEDIN TO PROMOTE A ZOOM WEBINAR TO GENERATE INTEREST IN AN UPCOMING 8 WEEK COACHING SUPERVISION COURSE COMING UP IN 2 MONTHS.
TOOL	CHATGPT 4o
PROMPT	I AM JANE SMITH, VETERAN ICF PCC COACH. CREATE SOCIAL MEDIA CAMPAIGN ON LINKEDIN TO PROMOTE MY ZOOM WEBINAR ON NOV 1, 2024 TO GENERATE INTEREST IN AN UPCOMING 8 WEEK COACHING SUPERVISION COURSE STARTING IN JAN 10, 2025. CREATE 2 POSTS - ONE TO PROMO WEBINAR AND THE OTHER THE COURSE. INCLUDE HASHTAGS, EMOJIS, EVENT DETAIL, CONTACT INFO, AND SEPARATELY CREATE AN IMAGE TO GO ALONG WITH THE ANNOUNCEMENT.
RESULT	SEE NEXT PAGE



Here are two LinkedIn posts designed to promote your Zoom webinar and your upcoming 8-week coaching supervision course. I've also included ideas for an accompanying image.

Post 1: Promote the Webinar (for November 1, 2024)

🚀 **Ready to elevate your coaching skills? Join me, Jane Smith, veteran ICF PCC Coach, for a **FREE Zoom Webinar on November 1, 2024**, at 12:00 PM EST! ⭐

✨ This 45-minute session will give you a sneak peek into my upcoming **8-Week Coaching Supervision Course** launching on **January 10, 2025!** If you're an ICF coach looking to grow, gain deeper insights, and work on your own coaching practice under expert supervision, this is the place to start.

🔍 **Topics include:**

- Reflective techniques for impactful coaching
- Strategies for navigating complex client scenarios
- Building a supportive coaching network and more!

Details: 📅 Date: November 1, 2024

🕒 Time: 12:00 PM EST

🔗 [Register Here](#)

✉️ For inquiries, contact me at [Email]

Let's come together to create change and support each other on this journey. Seats are limited—secure yours today! 🎟️

#ICF #CoachingSupervision #Webinar #JaneSmithCoaching #ProfessionalGrowth #ICFCoaches #CoachingSkills #FreeWebinar #ElevateYourPractice

Post 2: Promote the 8-Week Coaching Supervision Course

🌱 **Invest in Your Growth for 2025!** Join me for an **8-Week Coaching Supervision Course** starting **January 10, 2025!**

Designed for certified coaches, this course goes beyond traditional training to foster self-awareness, resilience, and confidence in your coaching practice. As a **veteran ICF PCC Coach**, I am thrilled to offer a safe space for reflection, challenge, and growth over our eight weeks together.

🧠 **Course Highlights:**

- Weekly interactive Zoom sessions
- In-depth supervision techniques & reflective practices
- Networking with peers & real-time feedback
- Tools to enhance ethical coaching practice

🚀 **Start 2025 strong and deepen your impact as a coach!**

📅 Starts: January 10, 2025

🕒 Duration: 8 Weeks (1-hour session weekly)

✉️ For details & registration, reach out at [Email]

Make this year about growth, resilience, and excellence in your coaching journey! ⭐ Limited spots are available—join today to take your practice to the next level.

#ICF #CoachingSupervision #JaneSmithCoaching #ProfessionalDevelopment #CoachingMastery #CoachLife #2025Goals #ICFCoaches #ElevateYourPractice

Image Suggestions for Campaign Posts

For a cohesive look, consider an image that:

- **Theme:** Reflects professional growth, such as a clear path, mountain peak, or hands lifting each other.
- **Text:** Include "Free Webinar" and "8-Week Coaching Supervision Course" with key dates.
- **Colors:** Use warm tones to create an inviting feel.
- **Additional elements:** Simple icons representing coaching, such as a growth arrow or a light bulb for insights.

Let me know if you'd like me to generate an image for the posts!



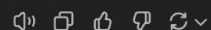
USE CASE	ENHANCE CLIENT RAPPORT
SITUATION	CLIENT IS VERY RATIONAL AND IS NOT RECEPTIVE TO DISCUSSING FEELINGS ABOUT [PROBLEM] WHICH MIGHT HELP THEM BREAKTHROUGH WITH THEIR CHALLENGE
TOOL	CHATGPT 4o
PROMPT	PRETEND YOU ARE A PROFESSIONAL ICF COACH AND YOUR COACHING CLIENT IS VERY RATIONAL AND IS NOT RECEPTIVE TO DISCUSSING FEELINGS ABOUT THEIR PROBLEM WHICH MIGHT HELP THEM BREAKTHROUGH WITH THEIR CHALLENGE. HOW CAN I APPEAL TO THEM USING A RATIONAL APPEAL TO GET THEM TO OPEN UP EMOTIONALLY.
RESULT	SEE NEXT PAGE



When coaching a highly rational client who may be hesitant to explore emotions, it can be helpful to frame the value of emotional exploration in terms that align with their logical, outcome-oriented perspective. Here are some ways to make a rational appeal:

1. **Highlight the Efficiency of Emotional Clarity:** Explain that understanding the emotional underpinnings of their challenges can streamline their decision-making process. For instance, emotions often drive reactions and behaviors subconsciously. Recognizing these patterns can minimize internal friction and help them make faster, more consistent decisions. This saves time and cognitive resources in the long run.
2. **Present Emotions as Data:** Describe emotions as another form of data, similar to the way they may analyze metrics or indicators in other areas. Just as they rely on quantitative data to make strategic decisions, emotional data can reveal insights into motivations, satisfaction, and resilience—elements that impact performance and outcomes.
3. **Use the Concept of Strategic Emotional Awareness:** Frame emotional exploration as a way to gain insight into how they can strategically manage relationships and communicate more effectively. When they understand their own emotional responses, they become better equipped to anticipate reactions in others, enhancing their influence and interpersonal effectiveness.
4. **Quantify Potential Benefits:** Research consistently shows that self-awareness, including emotional awareness, is linked to higher performance, greater resilience, and even career advancement. By understanding and acknowledging emotions, they're not just "feeling things"; they're positioning themselves to harness these insights for improved professional outcomes.
5. **Reframe Emotions as Tools for Problem Solving:** Rational thinkers often appreciate tools and solutions. You can explain that understanding their own and others' emotions can serve as a toolkit for resolving conflicts, enhancing negotiation skills, and making strategic decisions. This can lead to more objective solutions, as it prevents emotions from unconsciously biasing their decisions.
6. **Discuss Emotional Intelligence as a Competency:** Rational clients may be more receptive if they see emotional awareness as a professional skill rather than a personal exploration. Emphasize how building this competency could give them a strategic advantage, helping them to lead more effectively, collaborate productively, and avoid burnout.

Would you like further examples on how to phrase these in conversation?



Message ChatGPT



Here are a few ways you could phrase these rational appeals in conversation to encourage a highly logical client to engage with emotional exploration:

1. Efficiency of Emotional Clarity

- "Many high-performing professionals find that understanding the emotional drivers behind their actions actually saves them time. When you know what's motivating you at a deeper level, it can help you make quicker, more consistent decisions. This can cut down on second-guessing and analysis paralysis."

2. Emotions as Data

- "Think of emotions as another type of data you can use to your advantage. Just like you'd assess metrics to inform a business strategy, emotions give you information about how certain situations are impacting you, even if it's beneath the surface. This data can guide you toward choices that are more aligned with your goals."

3. Strategic Emotional Awareness

- "When you understand your emotional responses, it actually equips you to manage relationships and communicate more effectively. Knowing how you're likely to feel in a situation can help you anticipate your needs, which is key for engaging with others and achieving your objectives with more control."

4. Quantifying Benefits

- "There's substantial research showing that emotional awareness contributes to higher resilience and job satisfaction, as well as performance. By understanding these aspects of yourself, you could be positioning yourself for even greater success, as it builds on strengths that are essential for leadership."

5. Emotions as Tools for Problem Solving

- "Exploring the emotional side of things can actually be quite practical. When you're aware of your emotional responses, you can use that insight as a tool to better navigate conflicts and negotiations. It's a way to make more objective decisions because you're aware of potential biases."

6. Emotional Intelligence as a Competency

- "You might think of this as building a professional skill rather than exploring personal feelings. Many successful leaders consider emotional intelligence as essential to their toolkit, as it impacts everything from communication to team dynamics. Developing this can be a real strategic advantage in your career."

Use scientific language to answer this question in 100 words or less.
use bullets. reference the brain and Olympic system.

< 2/2 >



- Emotions originate from the **limbic system**, particularly the **amygdala** and **hippocampus**, which are central to memory and emotional responses.
- Understanding emotions engages the **prefrontal cortex**, critical for **decision-making and self-regulation**, linking emotional awareness with improved problem-solving and resilience.
- Emotions influence **neurotransmitter activity**, including dopamine and serotonin, impacting motivation and stress management.
- Recognizing emotional patterns reduces **cognitive load** on the brain, creating efficiency in decision pathways.
- Enhanced emotional awareness also activates the **mirror neuron system**, improving empathy and interpersonal skills, beneficial in high-stakes environments.

This neurological basis emphasizes the role of emotional insight in cognitive performance.



Hands-on exploration with specific AI tools

GEMINI

USE CASE	TEAM COACHING ENGAGEMENT - COACHING FRAMEWORK APPLICATION
SITUATION	NEED TO START A NEW TEAM COACHING ENGAGEMENT AND NEED TO DETERMINE WHAT FRAMEWORKS, APPROACHES, PROCESSES, AND TOOLS TO CONSIDER DEPLOYING WITH CLIENT
TOOL	Gemini vs. CHATGPT 4o vs. Microsoft CoPilot
PROMPT	Pretend you are a seasoned ICF team coach. Provide advice on what team coaching framework to use with a new team coaching client who's lead has indicated the team needs a reorg. Consider team coaching frameworks from Clutterbuck & Hawkins and provide pros/cons for each.
RESULT	SEE NEXT PAGE



Choosing a Team Coaching Framework for a Reorg

Understanding the Context

Given the team leader's indication of a potential reorg, it's clear that the team is facing a period of significant transition. This presents both challenges and opportunities. A well-chosen team coaching framework can help navigate this change, foster team cohesion, and enhance overall performance.

Two Prominent Frameworks from Clutterbuck & Hawkins

When considering team coaching frameworks for a reorg, two powerful options from Clutterbuck & Hawkins stand out:

1. The Five Disciplines of Team Coaching

- **Pros:**
 - **Holistic Approach:** This framework addresses both the team's internal dynamics and its external context, making it ideal for navigating organizational change.
 - **Focus on Learning:** It emphasizes continuous learning and development, which is crucial during a reorg.
 - **Systemic Perspective:** It recognizes the team as a

1. The GROW Model

- **Pros:**
 - **Simplicity:** The GROW model is a straightforward and easy-to-understand framework.
 - **Goal-Oriented:** It helps teams focus on specific goals and develop actionable plans.
 - **Flexible:** It can be adapted to various team coaching situations, including reorgs.
- **Cons:**
 - **Limited Scope:** While effective for goal-setting and problem-solving, it may not address the broader systemic issues associated with a reorg.
 - **Less Emphasis on Relationships:** It may not delve as deeply into team dynamics and interpersonal relationships.

Recommendation

Given the complexity of a reorg and the need for a holistic approach, I recommend **The Five Disciplines of Team Coaching**. This framework will enable you to:

- **Align the Team:** Help the team understand the 'why' behind the reorg, aligning their purpose and goals with the organization's strategic objectives.
- **Build Trust and Cohesion:** Foster open communication, empathy, and collaboration among team members

Clutterbuck’s CLEAR Model

Pros:

- **Structured Approach:** CLEAR (Contracting, Listening, Exploring, Action, and Review) offers a step-by-step process, making it ideal for guiding a new team through transitions.
- **Focus on Immediate Action:** Encourages the team to identify specific, actionable steps, which can create momentum during a reorg.
- **Empowers Team Reflection:** Allows space for team members to voice concerns and explore possibilities, fostering alignment.

Cons:

- **Limited Systems Perspective:** CLEAR focuses more on immediate team dynamics and individual development, which may miss broader organizational impacts.
- **Less Emphasis on Long-Term Vision:** For a full reorg, this framework may need additional tools to develop a sustainable team vision.

Hawkins’ Five Disciplines Framework

Pros:

- **Systems Perspective:** The Five Disciplines (Commissioning, Clarifying, Co-Creating, Connecting, Core Learning) encourage viewing the team as part of a larger ecosystem, which is crucial in reorganization.
- **Clarification of Purpose and Role:** Helps the team establish a clear purpose, roles, and relational dynamics, setting a strong foundation for restructuring.
- **Focus on Stakeholder Alignment:** The Connecting discipline emphasizes relationships outside the team, aiding integration with other departments post-reorg.

Cons:

- **Complexity:** Hawkins’ model is more complex, potentially overwhelming for a team unfamiliar with coaching processes.
- **Time-Intensive:** Its comprehensive approach may require more time, which could be challenging if immediate change is needed.

Recommendation

For a reorganization, Hawkins’ Five Disciplines provides a thorough systems-based approach, suitable for aligning team purpose with organizational objectives. However, blending it with Clutterbuck’s action-oriented CLEAR model can offer both immediate clarity and long-term strategic alignment.



When working with a new team that needs a reorganization, it’s crucial to choose a framework that can effectively address the complexities and dynamics involved. Here are two popular frameworks by Clutterbuck & Hawkins, along with their pros and cons:

1. Systemic Team Coaching

Pros:

- **Holistic Approach:** Focuses on the team as a whole system, considering both internal and external factors.
- **Adaptability:** Can be tailored to different team contexts and challenges.
- **Long-term Impact:** Aims for sustainable change by addressing underlying issues and patterns.

Cons:

- **Complexity:** May require more time and effort to implement due to its comprehensive nature.
- **Resistance:** Team members might initially resist the systemic approach due to its depth and breadth.

2. Five Disciplines Model

Pros:

- **Structured Framework:** Provides clear steps and disciplines for team development.
- **Focus on Development:** Emphasizes continuous improvement and skill-building.
- **Measurable Outcomes:** Allows for tracking progress and assessing impact.

Cons:

- **Rigidity:** May not be as flexible in addressing unique or unexpected challenges.
- **Time-Consuming:** Requires commitment and time from team members to engage with each discipline.

Advice for Implementation

Given the need for a reorganization, I would recommend starting with the **Five Disciplines Model**. It offers a structured approach that can help the team quickly identify areas for improvement and implement changes. Once the initial reorganization is underway, you can gradually introduce elements of the **Systemic Team Coaching** framework to ensure long-term sustainability and address deeper systemic issues.

Would you like more details on how to implement these frameworks or any other specific advice?

FOLLOW ON PROMPT...

USE CASE	TEAM COACHING SURVEY
SITUATION	NOW THAT YOU HAVE CHOSEN A FRAMEWORK, DEPLOY A RELATED SURVEY FOR THE TEAM
TOOL	Microsoft CoPilot
PROMPT	Create a survey to deliver to the team coaching client members inspired by this approach
RESULT	SEE NEXT PAGE

Sure thing! Here's a survey you can use to gather insights from your team coaching clients:

Team Coaching Survey

Purpose: To understand the current state of our team and identify areas for improvement in line with the Five Disciplines Model and Systemic Team Coaching.

Part 1: General Team Dynamics

1. How would you rate the overall effectiveness of our team? (1-10)
2. How well do we collaborate as a team? (1-10)
3. How clear are our team goals and objectives? (1-10)
4. Do you feel your role and responsibilities are well-defined within the team? (Yes/No)

Part 2: The Five Disciplines Model

1. Task Focus

- How effectively do we prioritize and complete tasks? (1-10)
- How can we improve our task management processes?

2. System Awareness

- How well do we understand the systems and processes within our team? (1-10)
- What changes in our processes would make us more efficient?

3. Team Leadership

- How would you rate the effectiveness of our team leadership? (1-10)
- What leadership qualities do you believe are most important for our team?

4. Relationship Dynamics

- How strong are the relationships within our team? (1-10)
- What can we do to improve our team relationships?

5. Learning and Development

- How well do we support individual and team development? (1-10)
- What opportunities for learning and growth would you like to see?

Part 3: Systemic Team Coaching

1. How often do we consider external factors (e.g., market trends, customer needs) in our decision-making? (1-10)

Part 3: Systemic Team Coaching

1. How often do we consider external factors (e.g., market trends, customer needs) in our decision-making? (1-10)
2. Do we regularly reflect on our team's overall performance and areas for improvement? (Yes/No)
3. How open are we to feedback and continuous improvement? (1-10)

Open-Ended Questions

1. What are the biggest challenges our team currently faces?
2. What are our team's greatest strengths?
3. What changes or improvements would you like to see in our team?
4. How can leadership better support the team's needs and goals?

This survey combines elements from both the Five Disciplines Model and Systemic Team Coaching, ensuring a comprehensive assessment of the team's dynamics and areas for growth. Hope this helps!

Q&A

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APPENDIX

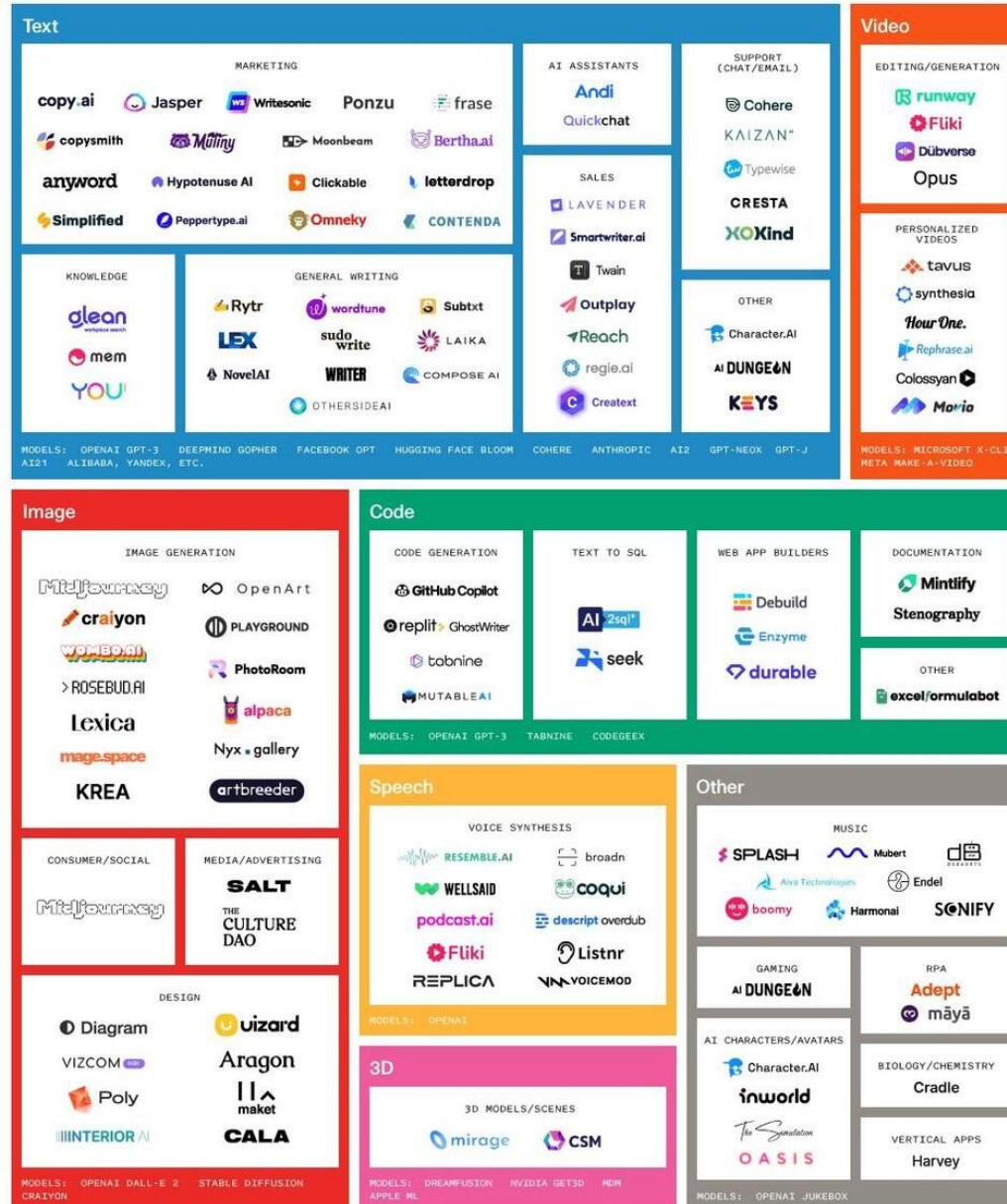
AI TOOLS

1. **ChatGPT**: The OG large language model (LLM)
2. **Midjourney**: Text-to-image tool built in discord
3. **Runway**: Text-to-video in real-time
4. **Perplexity**: LLM for research
5. **ElevenLabs**: Text-to-speech and voice-cloning
6. **BabyAGI**: Opensource AI-powered task manager
7. **Jasper**: Generate branded copy from s from
8. **CopyAI**: Compose text faster
9. **Claude**: AI-assistant for tasks
10. **Krisp**: Removes background noise from sound files
11. **Notion AI**: Summarize items with a single click
12. **Llama 2**: LLM that leverages public datasets
13. **Voicemod**: Transform your voice in real-time
14. **Grammarly**: Speed up and enhance your writing
15. **Whisper**: OpenAI's automatic speech recognition
16. **AgentGPT**: Assemble, configure, and deploy AI agents
17. **Zapier**: Automate your work without code
18. **Writesonic**: Create SEO-friendly content
19. **Bard**: Your creative and helpful collaborator
20. **Framer**: Design a website like a pro without code

https://docs.google.com/document/d/14SGqqQfwWe8MkWfpSPdOq3wnBMQ_kCKfHxXxo6jIGIQ/edit

The Generative AI Application Landscape ^{v2}

A work in progress



A man with dark hair, a beard, and black-rimmed glasses is looking directly at the camera. He is wearing a dark grey button-down shirt. The background is a room with vertical wood paneling. To the left, there is a small lamp with a floral patterned shade. To the right, a yellow light fixture is visible. The text 'CHATGPT WRITES A MINT AD' is overlaid in white, bold, sans-serif font across the lower half of the image.

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<https://firefly.adobe.com/?workflow=route-to-path>

<https://firefly.adobe.com/generate/images>



create a nesquik bunny skateboarding and holding a strawberry bottle of ready to drink nesquik. he is not wearing a helmet so you can see his ears.



Here is the image of the Nesquik Bunny skateboarding while holding a strawberry bottle of ready-to-drink Nesquik. I hope you like it!

Gen-2 ▾

Save in... 505 credits Upgrade

Screenshot 2024-07-02 at 5.15.46 PM.png



create a skateboarding video of the image

You can now save your prompts and settings as Custom Presets. Later Try it

Free previews Generate 4s

Get desktop notifications when your generations are complete. Later Enable

Gen-2 • create a skateboarding video of the image

27%

Your video is generating and will be done in a few minutes.
Your export will be saved to the Generative Video folder in Rafael's Assets.

Tip: Experiment with abstract and surreal prompts for unexpected results.

<https://app.runwayml.com/video-tools/teams/rafaelbracero/ai-tools/generative-video>
<https://app.runwayml.com/creation/703f9b5f-dd5f-4eea-b948-066e73ccac77>



<https://app.runwayml.com/creation/703f9b5f-dd5f-4eea-b948-066e73ccac77>

Here are some free alternatives to Runway for generating text-to-video content:

1. Stable Video Diffusion: This free, open-source tool transforms text and image inputs into vivid video scenes, suitable for various applications in media, entertainment, education, and marketing【47†source】.
2. Google Veo: Veo by Google DeepMind generates high-definition videos (1080p) from text prompts, providing a powerful and free tool for creating AI-generated videos【47†source】.
3. LensGo.ai: This web-based platform allows users to generate images and videos from text, offering customizable models and the ability to transform personal images into videos. LensGo is a free and proprietary tool available online【47†source】.
4. Kapwing: Kapwing offers a free text-to-video converter that allows users to create videos from scripts or other text documents. It features a full editing suite for further customization of the generated videos【49†source】.

These tools provide a variety of features and can be used to create high-quality videos from text descriptions without any cost.

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