

# **THE MANIFESTO FOR**



## **AI IN COACHING**

Let's start to reimagine coaching not as an industry defined by a few, but as a living movement shaped by a diverse community of old and new voices across different fields applying coaching skills.

We stand with and for those – within and beyond the coaching profession – who are calling for a meaningful and bigger change.

This includes the call for clearer distinctions related to “coaching” and “coaches”, creating space for practitioners applying coaching skills beyond traditional ways of coaching. This also includes a call for deeper dialogue around the constructive use of technologies like AI in service of human growth.

Coaching is shifting. It is no longer a luxury. Instead, it will be embedded in everyday life, powered by AI, to meet the real needs of people. With AI as a partner, coaching has the potential to reach further, supporting how we learn, grow, and lead in an uncertain and changing world.

Therefore we reclaim coaching as a human-centered, AI-enhanced, dynamic practice – one that is open, ethical, shaped by real needs and open to all.

We consciously vow to use AI to amplify human wisdom, accelerate personal growth, and remove barriers to personal and professional transformation not just for clients, but for coaches, communities, and organizations alike.

Our commitment is to continue learning, listening, and evolving, using AI thoughtfully and collaboratively to shape the future of coaching – together.

✨ This manifesto is a shared pledge to:  
Grow with integrity.  
Innovate with care.

Co-create a coaching future that is inclusive, empowering, and ready for what's next.

**VIVA LA COACHING. THE FUTURE IS OURS TO BUILD.** 



# OUR VALUES



## **ETHICAL INTEGRITY**

We uphold transparency, honesty, and integrity in all coaching and AI applications in line with the fundamental trust at the core of coaching. The pursuit of progress must never come at the cost of ethical responsibility.

## **HUMAN DIGNITY**

We believe coaching is about people. AI must enhance human capability-building and decision-making, not dictate it. We see it as a resource that, in partnership with humans, redefines and enriches the coaching process for all involved.

## **CLIENT EMPOWERMENT**

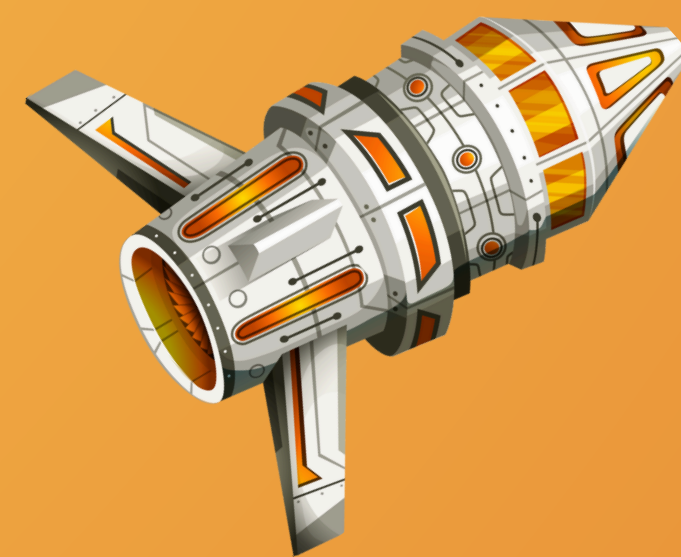
We focus on using AI in coaching to strengthen, not diminish, human autonomy and agency. Technologies such as AI are tools for enhancing the coaching process and supporting coaching outcomes

## **COLLECTIVE LEADERSHIP**

The future of coaching grounded in the wisdom of its elders as well as shaped by a diverse global network of leaders and practitioners who represent a new generations. Innovation must be collaborative, inclusive, and responsive.

## **CONTINUOUS LEARNING**

AI Coaching and Human Coaching must continue to evolve independently and together. We will strongly advocate for responsible advances and uses of AI and we commit to lifelong learning, ethical choices, and open dialogue, as stewards of the future.



# OUR PRINCIPLES



## **COLLABORATION AND INNOVATION**

The evolution of AI in coaching requires technologists, ethicists, scholars, researchers, coaches, and clients to work together to ensure progress serves humanity now and in the future.

## **PRIVACY AND CONFIDENTIALITY**

Those deploying AI in coaching must safeguard personal data in line with the highest standards and applicable laws in terms of privacy and security. This ensures safe spaces where coaches and clients can communicate safely, openly, and freely.

## **INFORMED CONSENT AND TRANSPARENCY**

Every individual using AI-driven coaching must understand its purpose, risks, benefits and consent to using it prior to any interaction. AI literacy and transparency in how it is being used is non-negotiable.

## **ACCESSIBILITY AND INCLUSIVITY**

The future of coaching must serve every person, everywhere. AI should lower barriers, not create new ones. Its use in coaching must be fair, inclusive, and equitable for all regardless of background, identity, or experience.

## **BIAS MITIGATION, BENEVOLENCE AND FAIRNESS**

Providers of AI-based platforms and services must be diligent in preventing harm, and actively improving human well-being and development by identifying and minimizing bias.

## **REAL-TIME LEARNING & RESEARCH INTEGRATION**

The coaching process must evolve by embedding research and feedback loops to continuously refine AI's role as an evolving partner with human coaches. Sharing research outcomes openly will ensure the whole industry can apply learnings with the clients well-being at heart.

## **HUMAN OVERSIGHT AND CO-CREATION**

AI should support the development of coaches, new approaches to 'coaching' and the co-creation of better outcomes. Humans have to be kept in the decision making loop to ensure ethical application of AI systems.

## **CLIENT-CENTRIC**

Designs and AI coaching tools must be practical, accessible, and aligned with human needs. They need to interface with similar applications in our everyday lives to help clients sustain their progress. Coaching is for the empowerment of people.