



Diversity, equity, and inclusion are at the heart of everything we do.

[ACTO Stand](#) | [Join](#) | [Events](#) | [Contact Us](#)



Message from the Board

Dear Valued Members, Colleagues and Friends of ACTO,

Happy New Year! As we continue our “SPRINT” over the next few months, we can share that the Board continues to gel as a productive leadership team. We are working to revitalize ACTO and enhance our relevance to Coach Training Organizations, Coaches, and the field of coaching. We remain committed and energized as we lean into our preferred future – one that is as bright as the shining stars.

We held the most recent Community Conversations call on January 2nd and were excited by the robust dialogue that took place among the members who joined us. These Community Conversations came about in response to the membership’s request to have a time and place for discussions about what is happening in the field and in our individual coaching practices. So far, the dialogue has been very rich and the feedback has been valuable. We are encouraged by the interest in this initiative and remain committed to breathing vitality into the organization through a dialogic process. We welcome other suggestions from you that would spark more engagement.

Our 2025 goals include:

- Increasing our membership among coach training organizations, as well as individual coaches, and coaching students;

- Increasing the global representation of ACTO’s membership geographically to broaden our perspectives and increase our sensitivity to the challenges coaches face wherever they are in the world;
- Revising and increasing Donor and Sponsorship offers for ACTO members and stakeholders; and
- Creating a leadership structure that models a “power with” approach to decision-making and task-sharing.

If you have suggestions for how to help ACTO be “more” in 2025 or would like to contribute in another way, please contact us at acto@actoonline.org. Your participation on a committee or task force affords you a one-year free membership in ACTO!

We welcome your ideas, your participation and your effort as we continue our sprint throughout 2025!

With appreciation and gratitude,
ACTO BOARD



Each month in this newsletter we will highlight a different facet of identity, and provide a resource in this area for our readers.

Artificial Intelligence (AI), Bias and Coaching: New Threats and Opportunities for Coaches



The 2024 ICF Capital Coaches Conference featured a somewhat controversial workshop entitled: *AI Coaches? Unpacking Human/AI Coaching for Coaches and the Coaching Profession*. The session was led by Cliff Kayser (PCC), Coaching Fellow with George Mason University's Leadership Coaching for Organizational Well-Being. The session was unique among the many other offerings in that it invited the participants to give serious thought to how Artificial Intelligence (AI) tools are impacting the field of Coaching. Session attendees engaged in robust debate about the legitimacy of AI in the coaching relationship. We thought it would be interesting to bring this discussion to the ACTO membership.

Like it or not, Artificial Intelligence (AI) has become a part of the coaching landscape, and professional coaches have a unique opportunity to enhance their practice by leveraging this innovative technology. Rather than viewing AI as a competitor, coaches can choose to embrace it as a powerful tool that *complements* their expertise and deepens the coaching experience for clients.

AI coaching excels at process-driven tasks: it can track progress, provide real-time feedback, and offer 24/7 accessibility. For coaches, this means less time spent on routine follow-ups and more time focusing on the human aspects of coaching. With AI handling repetitive administrative tasks, coaches can dedicate their energy to what they do best — delving into the complexities of their client's aspirations, emotions, and goals.

Moreover, AI offers personalized insights based on data analysis, enabling coaches to tailor their strategies more effectively. By using AI to identify patterns or measure progress, coaches can craft more informed and impactful sessions, driving better results for clients.

AI also democratizes coaching by making it more accessible, potentially reaching clients in underserved areas or industries. For human coaches, this scalability opens doors to larger, more diverse client bases. AI can act as a bridge, introducing clients to coaching and preparing them for deeper, more reflective work with human professionals.

But there are serious ethical concerns, about this technology as a coaching enhancement. According to Dr. Jagmohan Singh, the ethical considerations of AI in the

coaching ecosphere – particularly related to embedded biases – are many. Based on Singh’s suggestions the following guidelines should be considered by coaches thinking about adding an AI component to their coaching toolkit:

- **Unconscious Bias and Non-Discrimination:** Ensure that the AI tools selected use algorithms that are designed and trained to avoid bias and discrimination.
- **Transparency and Explainability:** Be certain that whatever AI tool the coach suggests is transparent and explainable. *The coach and the client* need to understand the rationale behind the decision to add this technology to the coaching relationship.
- **Data Privacy and Security:** Ensure that robust data protection measures are in place to safeguard the client’s sensitive information.
- **Human Oversight:** The coach must maintain strict oversight and control over all AI systems they choose to deploy. Regular monitoring and evaluation of AI tools should help coaches identify and address hidden biases and other potential threats to trust in the coaching relationship.

To be sure, the “human touch” in coaching is irreplaceable. AI cannot foster empathy, navigate complex emotions, or explore the unspoken nuances of a client’s inner world or societal context. Our field will not benefit from systems that foster mistrust among people of color, women, people with disabilities, the LGBTQ community, or other marginalized groups. That said, coaches who embrace AI as a tool can enhance their practice while reaffirming the value of genuine human connection—creating a hybrid model where technology *amplifies* the coach’s unique strengths.

In this increasingly AI-laden environment, success doesn’t require being a “super-coach,” but rather a coach equipped with the best tools technology has to offer. By collaborating with AI, savvy coaches can amplify their impact and deliver more meaningful and transformative experiences for their clients.

To learn more:

<https://www.forbes.com/councils/forbescoachescouncil/2023/05/04/pros-and-cons-of-coaching-with-ai/>

<https://www.kornferry.com/institute/the-ai-enabled-coach>

<https://www.ibm.com/think/topics/shedding-light-on-ai-bias-with-real-world-examples>

ACTO Conference 2025

Save the Dates!

Humans First: Embedding Social Identity Differences in Coach Training
June 19-21, 2025

An exploration of the value and the "how" of honoring social identity in business, coach training and being human.

Details and Registration Coming Soon!

ACTO Monthly Community Conversations Calls

Please join us on Thursday, February 6 at noon EST for our next call The January call was another great gathering with new and returning colleagues. We look forward to another stimulating conversation in February and throughout 2025.

If you would like to facilitate an upcoming call, [let us know](#). With community facilitation support, we can offer these calls at times that are more convenient for some in our global community.

Feel free to invite a colleague to experience this ACTO member benefit. You can learn more and see the full schedule [here](#).

UPCOMING EVENTS

ACTO February Community Conversations Call

Date: February 6, 2025 Time: 12 noon EST

[More information](#)

[Register](#)

February Workshop: Executive Function Wheel - Only 1 spot remaining!

Date: February 10, 2025, 11am-1pm EST

[More Information](#)

[Register](#)

February Monthly Spanish Forum: Mentoring como práctica profesional, Conversación sobre la discapacidad

Date: 19 de febrero de 2025, 6:00 US PT, 9:00 US ET, 15:00 CET, 19:30 IST

[More information](#)

[Register](#)

February Monthly English Forum: Coaching in the Age of Uncertainty: Cultivating Resilience and Awareness in Clients and Coaches

Date: February 26, 2025, 8:00 US PT, 11:00 US ET, 17:00 CET, 21:30 IST (90 minutes)

[More Information](#)

[Register](#)

March Monthly English Forum: Passed over for a promotion? Don't get mad, get helpful.

Date: March 26, 2025, 8:00 US PT, 11:00 US ET, 16:00 CET, 20:30 IST (90 minutes)

[More Information](#)

[Register](#)

April Monthly English Forum: Beyond the Binary: Unpacking Gender Assumptions in Coaching

April 23, 2025, 8:00 US PT, 11:00 US ET, 17:00 CET, 20:30 IST (90 minutes)

[More Information](#)

Register

May Monthly English Forum: Mindset, Community, and Resources: Doing the Work on YOU as a Tool for Teaching DEIB

Date: May 28, 2025, 8:00 US PT, 11:00 US ET, 17:00 CET, 20:30 IST (90 minutes)

[More Information](#)

Register



ACTO STAND

ACTO is a community of coaches and coach trainers dedicated to co-creating a more diverse, equitable, and inclusive coaching profession. Through dialogue, learning opportunities, and change initiatives, we seed coaching excellence that values diverse cultural perspectives and eliminates bias and harm.

To read the full details of the ACTO Stand, please visit [our website](#).



VOLUNTEER WITH US

Join our committees! Volunteer with ACTO and help shape a more inclusive coaching profession. Visit our website to learn more and explore opportunities to get involved.

[Visit our Website](#)



February Multicultural Calendar

We invite you to acknowledge and explore a diversity of significant dates and cultural celebrations with us. These dates were sourced from [Diversity Resources](#). Please visit their website to learn more about each date's significance. If you have important dates from your culture that you'd like our community to learn about, please let us know!

Awareness

February 1 – National Freedom Day

February 1–7 – World Interfaith Harmony Week

February 4 – World Cancer Day

February 9–15 – National Salute to Veteran Patients Week

February 11 – International Day of Women and Girls in Science

Religious

February 2 – Pagan and Wiccan: Imbolc*

February 2 – Christian: Candlemas

February 15 – Buddhist: Parinirvana

February 26 – Hindu: Maha Shivaratri

ACTO MEMBER HIGHLIGHT

We want to highlight and celebrate our members who embody the ACTO Stand for diversity, equity, inclusion, and belonging in their coaching practice and training. Would you or your coach training organization like to be featured in our Member Highlights section? We're looking for individuals and organizations whose stories inspire others in our community. [Reach out to us](#) to share your story!

Help Us Grow Our Community

Invite your coach friends and colleagues to join us! Share the benefits of [ACTO membership](#), including access to our informative monthly forums. They can also join our community calls as your one-time guests for a taste of what we offer. We appreciate your support in cultivating a vibrant community!



Share Your Feedback with Us!

We value your feedback. Please share your thoughts, ideas, and suggestions with us at ACTO@ACTOonline.org. We look forward to hearing from you!

ACTO | 9490 W 130th St | Cleveland, OH 44136-2758 US

[Unsubscribe](#) | [Update Profile](#) | [Constant Contact Data Notice](#)



Try email marketing for free today!