

Keynote Speech: Artificial Intelligence in coaching, offering democratisation, or an ersatz? With Dr Rob Kemp

The fast growth of artificial intelligence (AI) application in various contexts has bewitched the coaching community creating a huge wave of both enthusiasm and anxiety. This enthusiasm is a typical reaction of coaches to new and popular ideas that could give them marketing advantage in the ever-competitive coaching industry. The anxiety that coaches feel about AI development is also natural in response to threatening discussions in various fields that some knowledge-based professions may become redundant and fully replaced by AI.

In almost all respects the technology is ahead of the debate in AI coaching; this keynote aims to bring focus to the essential elements of organisational coaching to ask the foundational question: whether coaching is possible with what we have come to know as artificial intelligence.



Rob Kemp is a Doctor of Coaching and Mentoring (Oxford Brookes, 2021). After two decades of working as a coach, Rob still coaches, supervises, trains, and writes about coaching.

Rob's interests in coaching are many and varied: emotional labour (doctoral research), scheme design and coaching evaluation (presented at EMCC Global Research Conference), coach quality and the role of professional associations, technology (platforms, AI, assistive technology), organisational learning & culture, and coaching supervision.

Rob is currently working with: Engage Coach International, Momentum Associates, Making Stuff Better, and Cambridge University (ICE).