

# choice

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# HOW CAN I CATCH UP WITH AI TECHNOLOGY?

## The Situation:

*"I've been coaching for more than 10 years, and coaches in my mastermind group all use generative AI tools in their coaching businesses. I'm feeling pressure to keep up, but I don't really get new technology (I still use a paper calendar). What is a safe way to catch up or at least get started so I can feel included?"*



By Victoria Trabosh, CDC, CEC

**A** I tools like ChatGPT can significantly enhance client interactions. While some clients may value the quick answers provided by ChatGPT, it's crucial to understand that AI is not a replacement for one-on-one conversations. Instead, it serves as a tool to promptly deliver information, thereby enhancing interactions. However, it's always advisable to verify the information, as AI is not infallible.

AI coaching, which involves role-playing and engaging with virtual individuals to simulate conversations, can offer significant benefits. It is available 24/7, which you likely do not have available for your clients. It can enhance a conversation by providing multiple perspectives quickly. And frankly, it's cool.

I got into a heated discussion on Facebook recently and could not gain perspective until I typed the issue into an AI tool, and viola! I got history and perspective and took the heat out of my responses. The person I was arguing with thanked me for a measured conversation. That brought me value, and I do not doubt its value to clients at times.

Consider challenging yourself to understand AI's value to your coaching practice rather than being overly concerned about potential industry shifts. Research AI rather than avoid it. As the world evolves, are you adopting technologies such as a website, calendar invites, video conferencing, and email correspondence, which can significantly enhance client interaction?

Engage a virtual assistant or live assistant to handle the heavy lifting of technology. Find the solution by taking the next step and investigate what is happening in AI.

Regardless of age, everyone has the option to engage with technology. Now is the time to explore AI's potential and the instant gratification it offers. It's important to sincerely explore the benefits of embracing AI and staying informed about its developments, as this can help you adapt and innovate your work while continuing to offer valuable one-on-one coaching.

Catch up by starting where you are, determining your goals and get educated. Your business can continue to be a profitable model if you seriously look at what's happening on the horizon and seize the day!

By Craig Carr, BCC, PCC, CPCC

**A**t first glance, it sounds like the pressure you're feeling is a giant case of FOMO (fear of missing out). That's not to diminish your concern; it's to remind you that there is some crucial discernment on the line, and there's something here to dig into with your coach.

Is the pressure to keep up causing a feeling of intimidation that's covering a more profound anxiety of losing a sense of belonging in the group? Do you withdraw when there's tech talk because you're experiencing setbacks in your business that could be remedied by getting a better handle on new technology? Does the idea send creepy-crawly chills up your spine to even think about it?

Only you can make the distinction between how it feels in your body and the discernment of what to do about it. Your feelings and experiences are valid and essential. They deserve some personal exploration.

This experience can potentially mark a significant turning point for you personally and professionally. What if you could approach this as creative tension rather than something wrong with you or that you're out of step with the rest of humanity?

So, if your business is doing fine and your financial future isn't freaking you out, this is probably more of an inclusion button than a warning that your business will collapse without an AI

assistant or whatever. Social pressure to have the latest techtoy can be tormenting. It's like thinking that 55-inch TV is insufficient; you need that new 65-inch 4K OLED!

In other words, if this is a "don't fix it if it isn't broken" situation, double-check whether this is the best mastermind group for you. If it's not, say goodbye with love and move on to where you can get different kinds of support for your business.

On the other hand, if you determine that you're behind in tech knowledge and there's a price to pay for that setback, and you are willing to invest the time and effort needed to shift the status quo, start with the mastermind group you're already part of. Ask THEM where to begin! They're talking about it... use THEM to get answers! If you find the support you need is not forthcoming, move with haste to find another group.

I know it may not be that simple. If you have a relationship with this group of people that is more important than the purpose of the mastermind, then be clear it is a social group, not a working group. And if that is the case, stop calling it a mastermind!

Whatever you find, the bottom line stands: If your business doesn't survive without tech upgrades (and, arguably, you need no more than a phone, a pencil, and a pad of paper to coach!), decide that from this moment you are an entrepreneur who gets into action to remedy the situation.

By Suzi Pomerantz, MT, MCC

**Y**our situation resonates with me, dear colleague! I, too, still use a paper calendar and swear by it, as appointments never disappear like they seem to with my executive clients who face weird technology glitches frequently. However, your question strikes me as less about technology and more about relevance, inclusion, safety, anxiety and personal pressure. So, let's unpack those.

**Relevance:** We all need to stay aware and at least somewhat informed about the current trends, issues, and themes of the world in which we find ourselves. However, not all of these are relevant to everyone. If your mastermind colleagues are all using generative AI, but your clients are not, is it really relevant to your work?

If your clients are using generative AI, then your relevance as their coach depends on your having some minimal understanding of how your clients are using it. You get to choose what's relevant to you. You have permission to choose that generative AI, much as it intrigues your mastermind group, is not relevant to you, therefore you can happily sit out of those discussions.

**Inclusion:** Do you need to feel included? Sure, we all love to feel included, but if not using the latest and greatest technology tools is making you feel excluded, the good news is you have the power to do something about that. In other words, either decide it's not relevant for you (see above), or go learn and experiment and explore the new tools. Or decide you don't need to feel included, and let it go.

**Safety:** It's interesting you used the word "safe" in your question. This points to something important for you to explore ... perhaps an underlying fear of technology or of change or of new things in general. Perhaps it's a fear of being left behind? What is the root or source of your fear? What information is your fear telling you? What feels unsafe to you in this situation?

**Anxiety:** You want to catch up and keep up, you're feeling unsafe and pressured ... we fear what we don't know, and anxiety forms its own loop where it feeds on itself and grows. What we focus on expands. So, instead of focusing on your feelings of exclusion and being behind everyone else, where might it serve you better to place your attention?

**Pressure:** This pressure you're feeling to keep up is your own doing. It sounds harsh, but the good news is you did it to yourself so you can undo it. Let it go. Release that pressure. Make a choice that serves you about what's most relevant for you and own it. You've got this! •

### Are you grappling with a sticky situation?

You don't have to go it alone. Let our senior coaches give you some different perspectives to consider. Email your situation to [submissions@choice-online.com](mailto:submissions@choice-online.com) and put "sticky situations" in the subject line.