

Coaching at Work annual conference – 4th July 2018, London

# Innovation and Creativity in Coaching and Mentoring

Coaching  
at Work

Coaching at Work Annual Conference  
4<sup>th</sup> July 2018  
Holiday Inn, Bloomsbury, London

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[www.coaching-at-work.com](http://www.coaching-at-work.com)



*How can we innovate as a profession and as practitioners through embracing disruptive technology?*

# *Introducing the panel and the FCC*

What is the FCC and what is it doing?

**1**

Purpose of our conversation today

**2**

Who are we and why are we here on the panel?

**3**

# Introducing the panel and the FCC

## What is the FCC and what is it doing?

1

The Future of Coaching Collaboration (FCC) is a multi-stakeholder group including representatives from corporates and other organisations, leading professional bodies in the UK, academia, research institutes and Coaching at Work.

Its aims are to advance and professionalise coaching through

- acting as a catalyst for dialogue between stakeholder groups
- creating and providing a focal point for relevant thought leadership
- driving change that enhances the practices, standards and reputation of the coaching profession.

FCC



# Introducing the panel and the FCC

## Purpose of our conversation today

2

To share our work with you so far:

- What kind of technology is disrupting our profession and how?

To share some of our experiences from different perspectives:

- Deep expertise
- Organisational sponsors
- System – clients and coach

To hear your views and invite your contributions.



# Who we are

Who are we and why we are here on the panel?

3



Louise Buckle  
EMA Head of  
Partner  
Development &  
Coaching KPMG



Carol Braddick  
Director  
Graham Braddick  
Partnership  
People Analytics  
Mentor, Coursera



Alex Popa  
Leadership  
Development  
Manager  
Vodafone Group



Maria Symeon  
Director  
Executive  
Coaching Edge

# Market context:

Early stage HR Tech Landscape March '17

## Today's HR Tech Landscape

As of 24 March 2017 | Click logos to visit a company's website | Something missing? Or want to learn more? Reach me at [wsaborio@gmail.com](mailto:wsaborio@gmail.com) :)

The image displays a grid of HR Tech logos categorized into several functional areas:

- Recruiting:** Talent Discovery (JOPWELL, KORA, ATIPICA, PIVOT, boon, SMASHFLY, WeFind, Stella, phenom people, twjne, entelo, textio, workable, Resource, PRO\*SKY, SpringRole, RolePoint), Job Markets (workpop, Tackl, WayUp, JOBBIO, PowerFly, TalentSky, alongside, Hireology, WorkAmerica, PURPLE SQUIRREL), Technical Sourcing (VETTERY, source(d), TRIPLEBYTE, HIRER, NAVTALENT, AngelList, underdog.io, Nomad, HackerRank, LYT MUS, interviewing.io), Interview Tools (LearnUp, CRITERIA, interviewed, pymetrics, HireVue), Workflow Management (LEVER, JazzHR, Unitive, TextRecruit, SmartRecruiters, greenhouse, breezy, recruitee).
- Flexible Hiring:** On/Shift, jobbatical, OneSpace, jobandtalent, SWIFT SHIFT, workgeni.us, skedulo, JOB TODAY, CATALANT, toptal, ASSURED LABOR, Wonolo, cornerJob, PERCOLATA, FIELD NATION, shiftgig, Crew, Upwork, Lystable, ximble.
- Onboarding:** Checkr,rippling, onfido, envoy, OnboardIQ, yoi, Click Boarding.
- Quantified Workforce:** humanyze, Theatro, hiQ, HEADS UP.
- Recognition & Rewards:** O.C.TANNER, Achievers, perkbox, globoforce, Bonusly, BlueBoard.
- Performance Management:** logi+serve, Reflektive, Lattice, BetterWorks, Gameeffective, sixQ, impraise, engagedly, WIDEANGLE, workboard, AMBITION, ZUGATA, Si Small Improvements, LIGHTHOUSE.
- Learning & Development:** paysa, Pathgather, Jhana, Axonify, Landit, go, the muse, udey, LearningSpaces, degreed, Glassbreakers, BetterUp, WORKRAMP, Joonko, TASYTT, CommercialTribe, CAPABILITY, edcast, NovoED.
- Employee Engagement:** Culture Amp, CULTUREIQ, Telmetrix, BetterCompany, TemboSocial, Hyphen, qualtrics, questback, SalaryFinance, RoundPegg, Rallyware, HighGround, KOAN, workjam, simpplr, wisetail, officevibe, GLINT, TINYpulse, COMPARABLY.
- Integrated Management Suites:** PLANSOURCE, GUSTO, InvestiPro, payfit, Planday, homebase, EVERWISE, air, charlie, starling, GuideSpark, Sympa, people, GREYTIP, VISIER, shiftmessenger, Humi HR, Namely, collage, When I Work, HeavenHR, Think, bob, sapho.
- Compensation & Benefits:** forusall, SimplyInsured, Compia, Lumity, JUSTWORKS., PEOPLEJOY, Maxwell | Health, BeneStream, URBANBOUND, Espresa, benevity, EMPYREAN, MOVE GUIDES, ANY PERK, allay, Wellbit, Lifeworks.

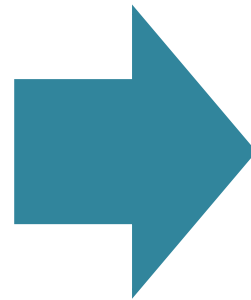
Source:  
<https://medium.com/sa-lsa-silicon/10-todays-hr-tech-landscape-a910ab0a1d4f>

# Market scenarios: digital disruption in coaching market

New competitors with new business models

Incumbents choose to ignore the new players or to flee to higher-margin activities

Clayton Christensen



Disruptor whose product was once barely good enough

- Achieves a level of quality acceptable to the broad middle of the market
- Undermines position of long time leaders
- Often causes "flip" to new basis of competition

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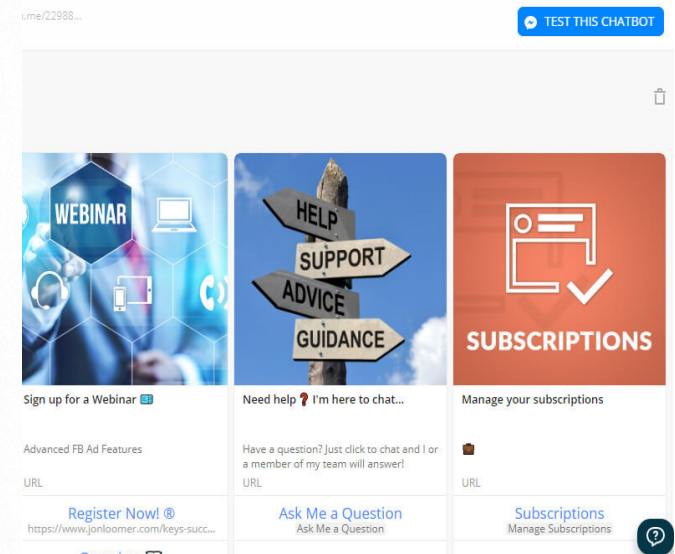
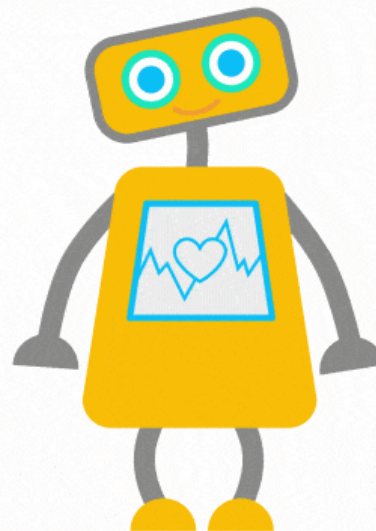


# Tech and AI enabled support ...

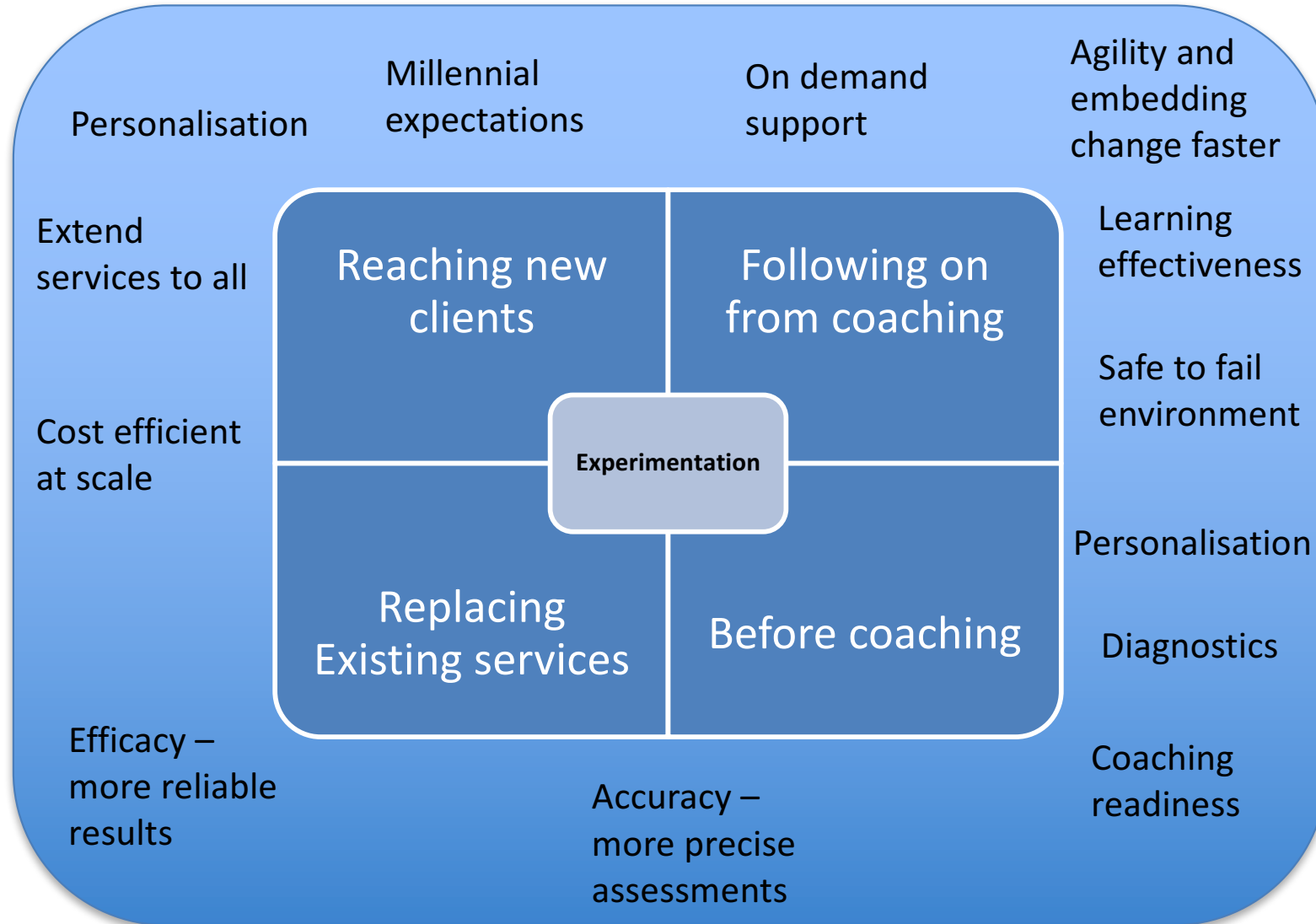


Hi, I'm Woebot  
I'm ready to listen, 24/7. No couches, no meds,  
no childhood stuff. Just strategies to improve  
your mood. And the occasional dorky joke.

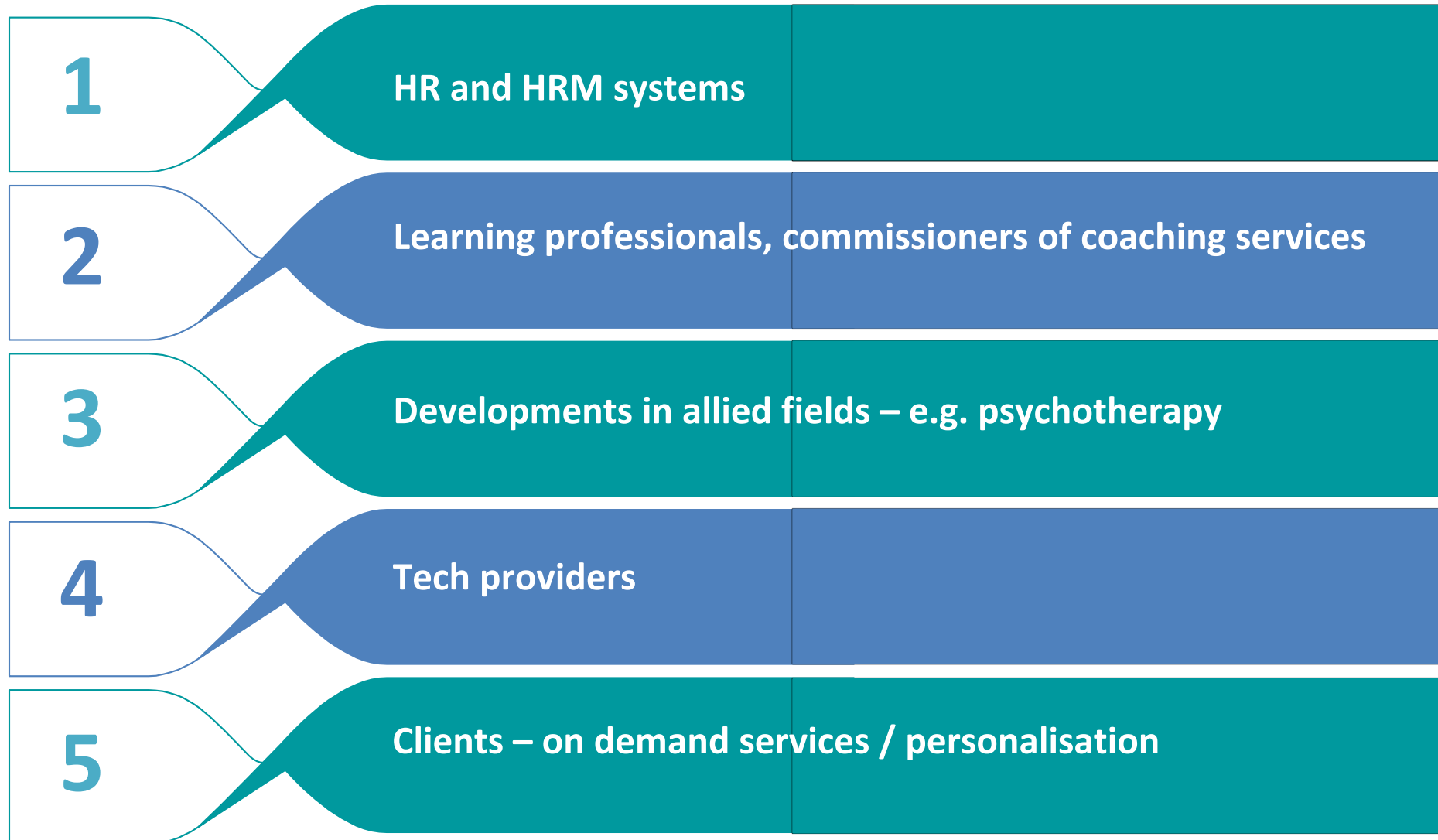
[Say Hello](#)



# A potential roadmap for noticing opportunities and risks?



# Who are the stakeholders / drivers of the change in this market?



## Questions:

How are you seeing the impact of disruptive tech on your clients?

1

Who uses technology in their coaching now?

2

What opportunities are you noticing that you don't know how to progress?

3