



Coaching **at scale**

with artificial intelligence

Robot PACA 2018

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CTO, Founder of PocketConfidant AI

Meet Marta



Marta

Age: 23

Gender: Female

Occupation: Student, Artist

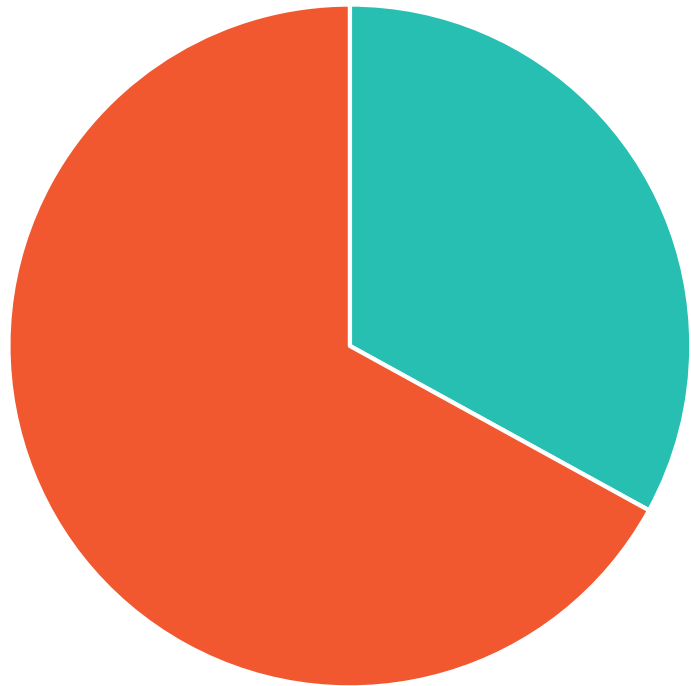
“

Sometimes I feel like I'm lost and I am looking for a way out. I can't talk about my problems with a friend. My academic results are getting worse though I never had problems before.

* Real name was changed

Marta is not alone...

College/University Population 20M
(USA)



■ Requested help ■ Total 20M

- **32%** requested mental health support
+ additionally
- $\frac{1}{4}$ students live with some form of mental illness
- **55%** of US students felt overwhelming anxiety in 2014
- **9%** considered suicide

According to 2015 data

Moreover, in the workplace:



\$300 bn/year

Job stress is costly. Job Stress carries a price tag for U.S. industry estimated at over \$300 billion annually as a result of:

- Diminished performance
- Absenteeism
- High Employee turnover
- Direct medical, legal, and insurance costs
- Workers' compensation awards as well as tort and FELA judgments

“

Stress is the health epidemic of the 21st century



World Health Organization



AMERICAN
PSYCHOLOGICAL
ASSOCIATION

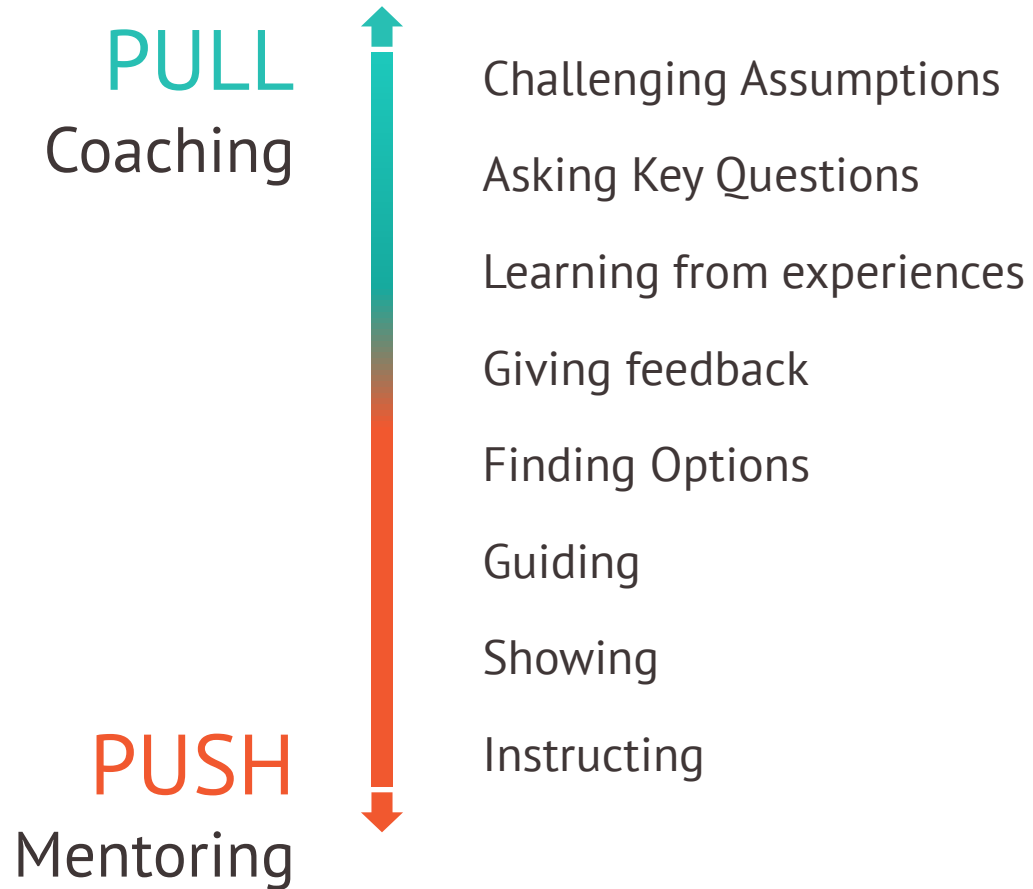


What if?

These limitations could be removed with technology

Healthy strategies for coping & prevention

Prevention: **Mentoring**/**Coaching**



“

Asking the right question at the right time

An increase in employees' engagement results in

4x ROI

Effective Coaching, Downey, 2003

Measuring the Success of Coaching: A Step-by-Step Guide for Measuring Impact and Calculating ROI - ASTD, 2012

LEADERSHIP & MANAGING PEOPLE

Why Leadership Training Fails—and What to Do About It

by Michael Beer, Magnus Finnström, and Derek Schrader

FROM THE OCTOBER 2016 ISSUE

SUMMARY SAVE SHARE COMMENT 28 TEXT SIZE PRINT \$8.95 BUY COPIES

Corporations are victims of the great training robbery. American companies spend enormous amounts of money on employee training and education—\$160 billion in the United States and close to \$356 billion globally in 2015 alone—but they are not getting a good return on their investment. For the most part, the learning doesn't lead to better organizational performance, because people soon revert to their old ways of doing things.

Consider the micro-electronic products division (MEPD) at a company we'll call SMA, which one of us studied. SMA invested in a training program to improve leadership and organizational effectiveness. MEPD was one of the first business units to implement it, and virtually every salaried employee in the division attended.

WHAT TO READ NEXT



Why Leadership Development Isn't Developing Leaders

VIEW MORE FROM THE October 2016 Issue



EXPLORE THE ARCHIVE

Individual coaching limitations



Coaching is expensive

Availability is weak

Objectivity/Neutrality

Enterprise trends in HCM

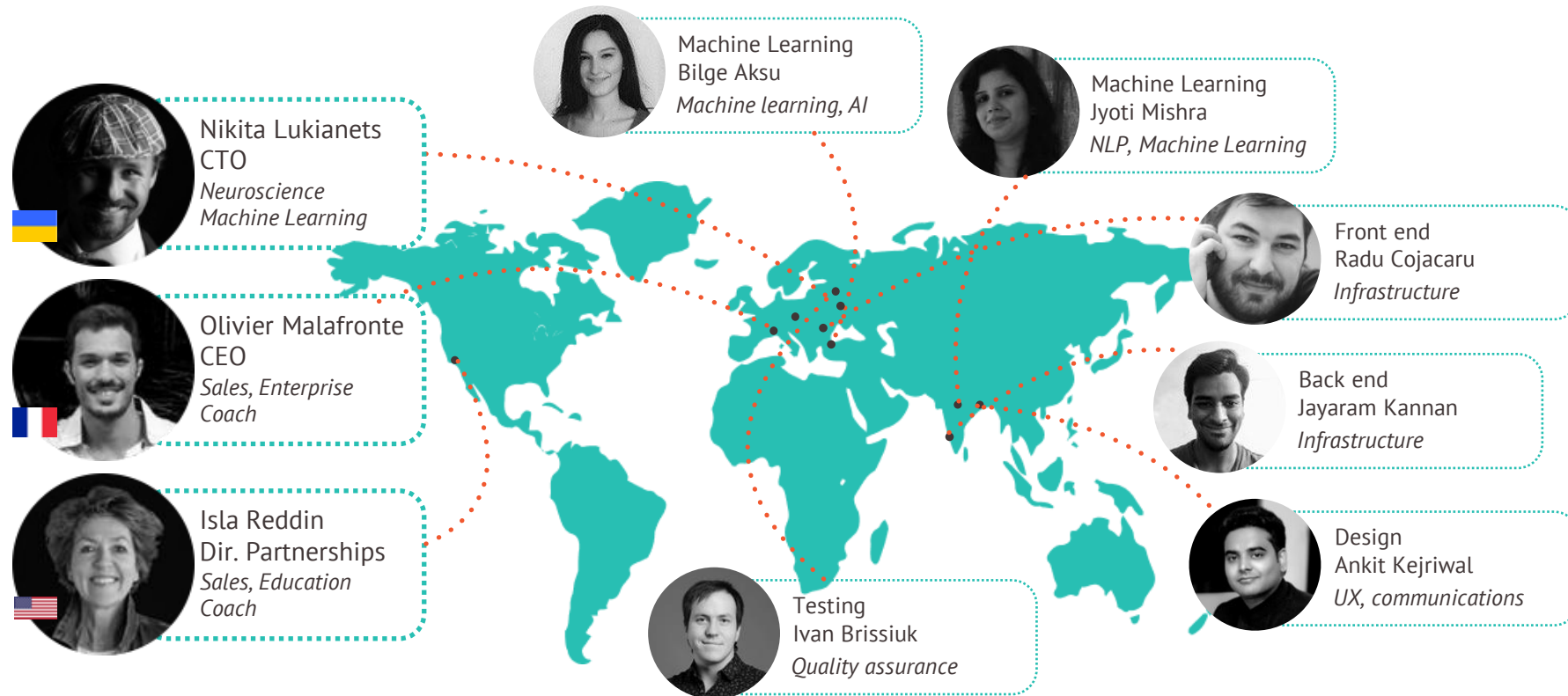
33% already use automation to deliver HR solutions

41% are building mobile apps for HR needs

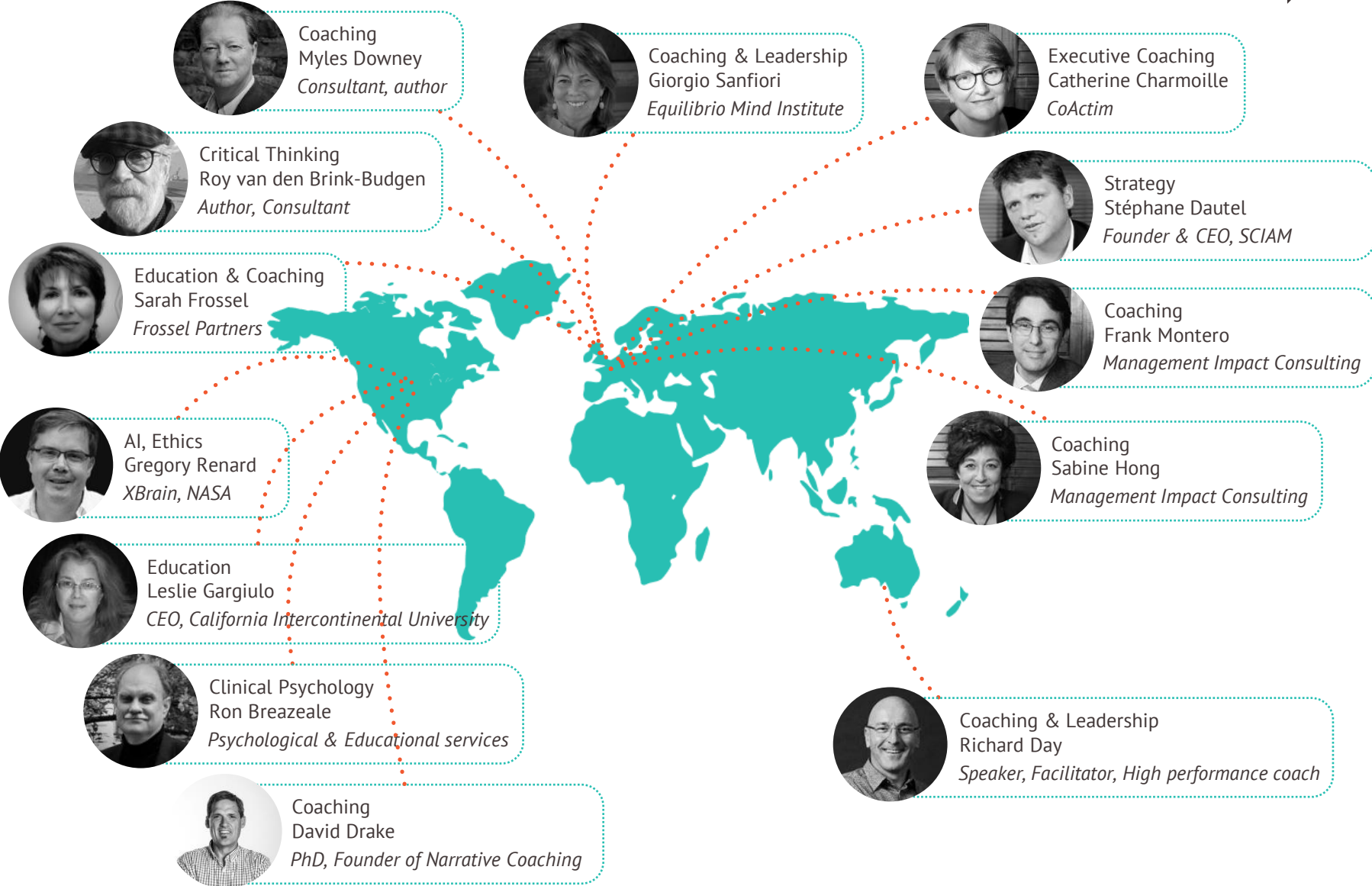
Robots and cognitive technologies are making steady advances, particularly in jobs and tasks that follow set, standardized rules and logic.



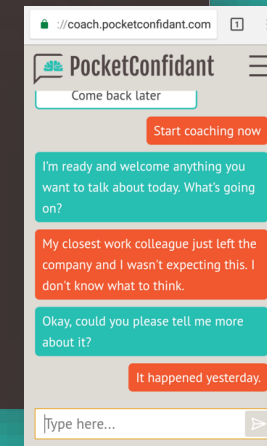
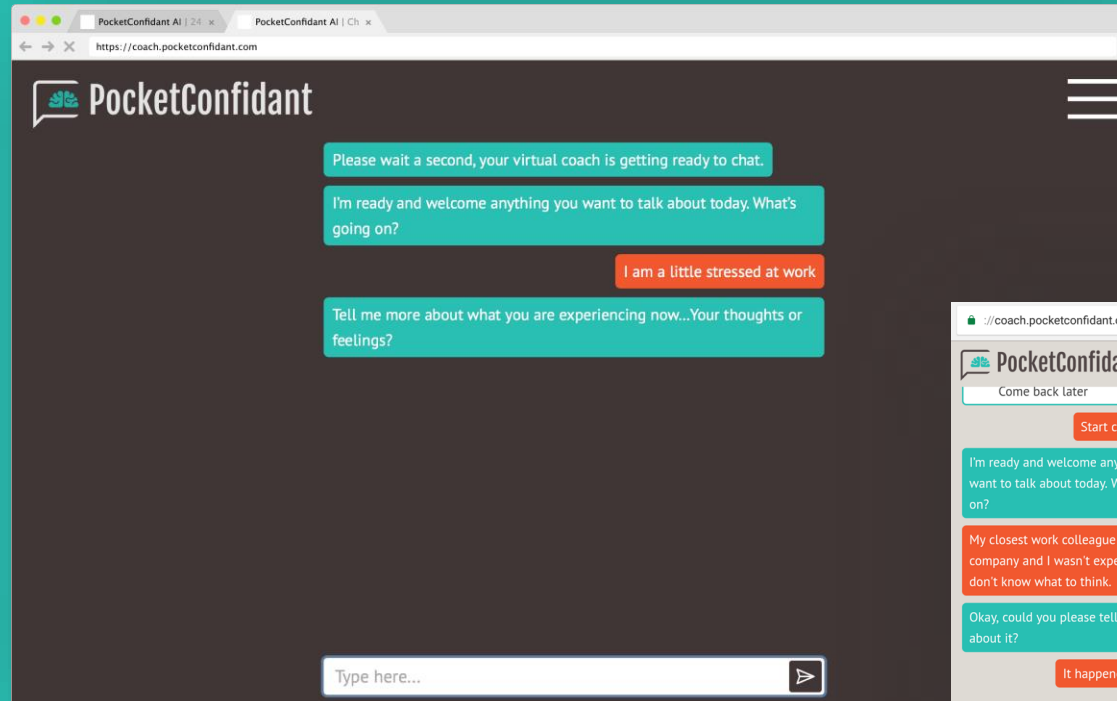
Passionate and expert **global** team



Our scientific board around the world



Self-coaching conversations with AI



Technology at the heart of the solution...



Asking the right **question** at the right time



UX+UI
Bot Framework

Comp. Linguistics
NLG
NLU
DL

ML

Example coaching journey



PocketConfidant provides affordable **coaching at scale.**

Available 24/7



Talk whenever you need.
Step back, reflect and move forward.

Neutral



PocketConfidant doesn't diagnose or push any advice, or recommendations.

Confidential



Except for email address, no personal data is required. The conversations are private, confidential, encrypted and anonymised.

Increase ROI



Achieve more value by augmenting human-to-human coaching practices with PocketConfidant.

Trends



Access metrics to follow adoption and behavioral analysis on goals and actions.

API integration



Integrate APIs for an enhanced coaching experience.

Metrics informing about **behaviors** and **needs** of the organization.



Active users



Coaching insights uncovered



Total coaching hours



of goals set



Average duration of conversations



Actions taken



Topics surfaced during conversations



and more




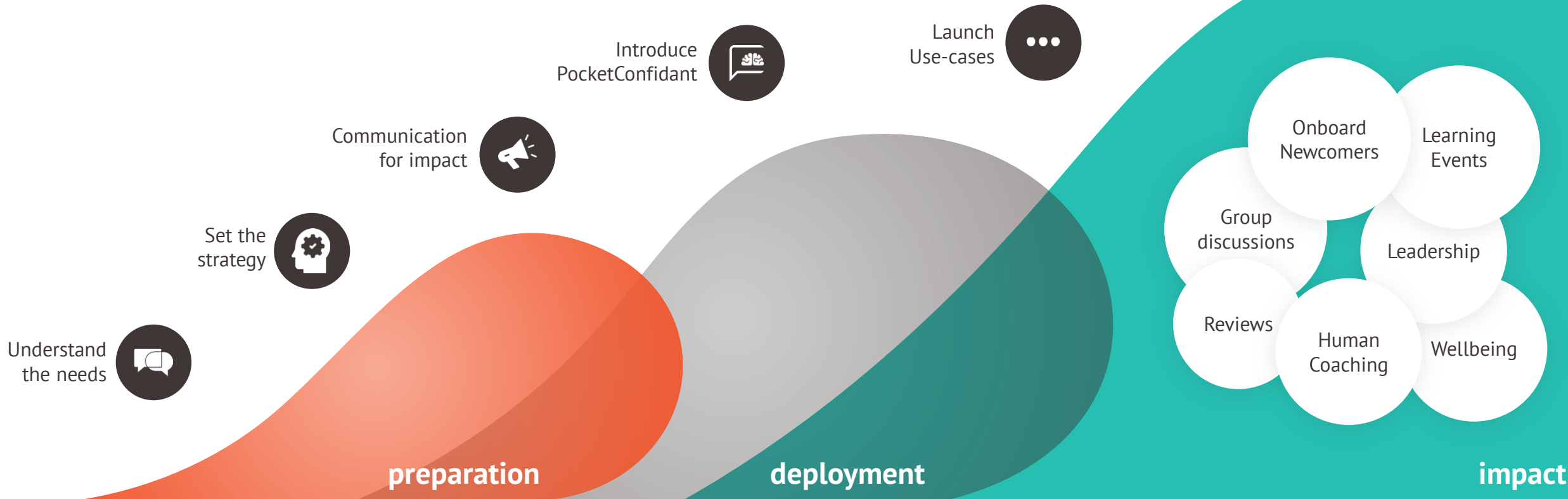
An increase in employee engagement can result in upto ~4x return on investment.

**Source: Measuring the Success of Coaching: A Step-by-Step Guide for Measuring Impact and Calculating ROI - ASTD, 2012)*

Impact organization by moving people forward

..... monitor adoption on dashboard

increased awareness,
self-reflection & learning 



3A of AI ethics





Augmentation by design.

Augment human capacity, don't replace it.



Accountability by design.

Individuals and interactions over tools, software and technology.



Respect by design.

Respect values and goals.

Thank you.

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