

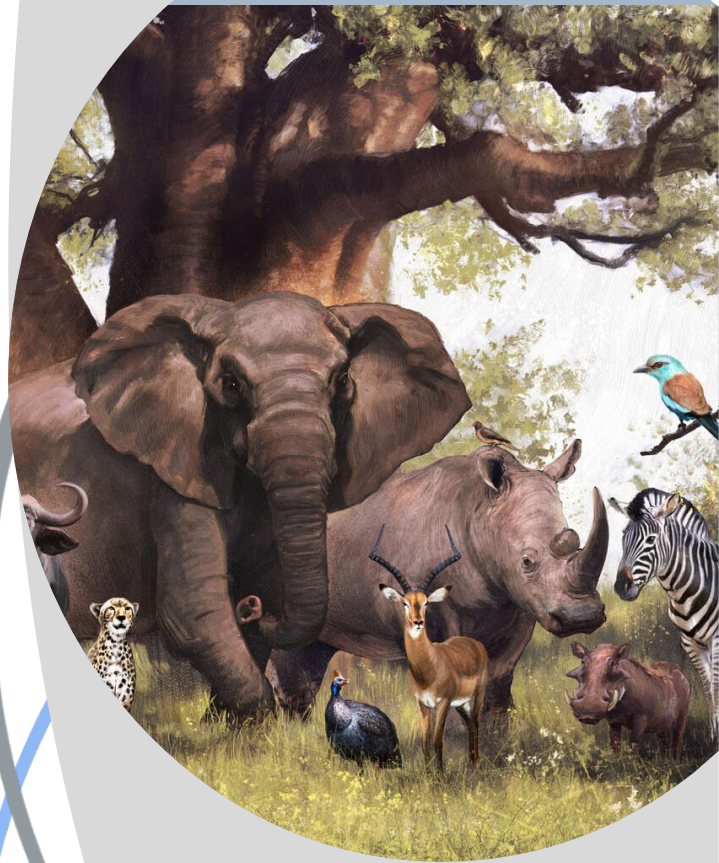
Self-coaching tools supported by artificial intelligence (AI) are revolutionizing the coaching market with efficient and cost-effective solutions. AI-supported coaching refers to the use of technologies that mimic human intelligence. These vary across a broad spectrum, from chatbots that simulate human conversations to sophisticated generative AI systems.

The Symbolon Self-Coaching Tool:

A script-based chatbot guides through a coaching process with predefined questions—from problem and goal clarification and analysis to action planning. A piece of artwork featuring 14 animals aids in reflecting on the coaching theme and the coaching goal.

The research questions focus on:

- Content
- Success factors
- Immediate outcomes



The Chatbot, the Artwork & I Process and Outcome Evaluation of an AI-Supported Self-Coaching Tool

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Data Collection

1



Registration for the study via (anonymous) email address

2



60-minute Symbolon Self-Coaching

3



Online survey following the coaching

75



Sample (n = 75):

69 % female

58 % in leadership positions

☒ 47 years old

☒ 37 work hours / week

Questions about the content:

- Coaching issues raised
- Development impulses
- Type and quality of actions plans

Success factors:

- Results-oriented self-reflection
- Positive affects
- Resource activation

Immediate outcomes:

- Coaching satisfaction
- Situational self-efficacy expectation
- Aha-moments

Diversity of Coaching Topics:

- Interpersonal challenges
- Efficient work methods
- Professional development
- Self-management

Immediate Outcomes:

6.8 Satisfaction with the coaching (on a scale of 1-10)

77% experienced an aha-moment

Reasons for an aha-Moment:

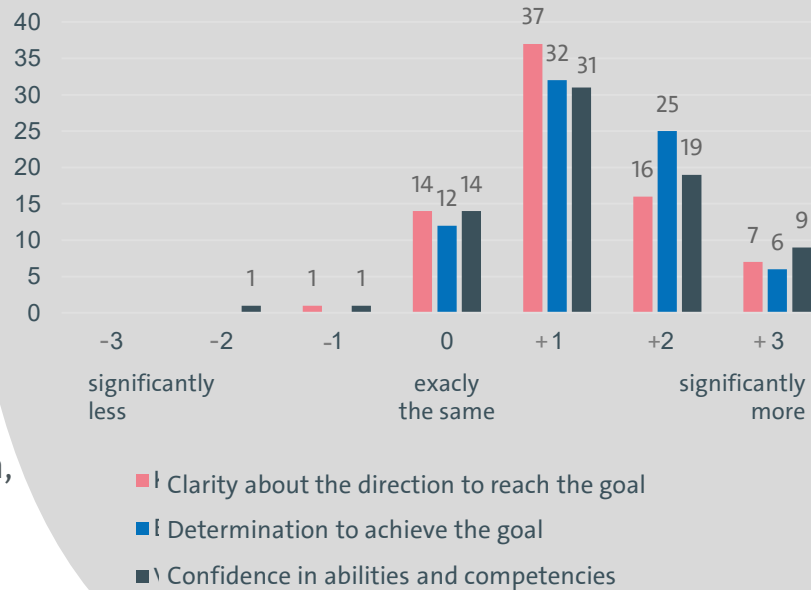
Use of animal imagery and symbolism, structured process, simplicity, focus through questions

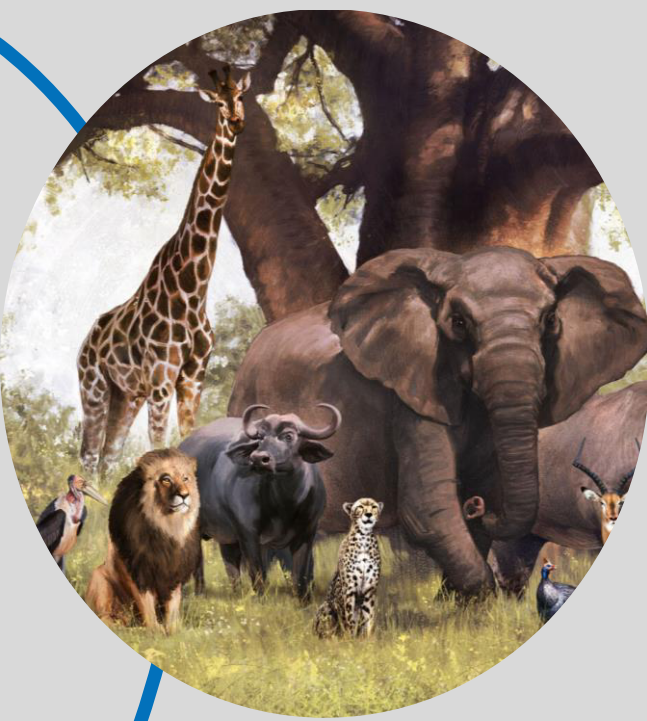
Reasons for not having an aha-Moment:

Did not feel personally addressed, high standardization, desired more assistance

First results

Self-rated changes compared to before the Symbolon Self-Coaching:





Outlook:

- Detailed results to follow
- Scientific publication is planned

Implications and Applications:

The Symbolon Self-Coaching can be used for affect-strong, results-oriented self-reflection across a wide spectrum of coaching topics in a professional context.

- The coachees mostly found the tool to be useful and trustworthy.
- The integration of visual elements promoted aha-moments and personal insights.
- The chatbot's ability to respond flexibly to user inputs is limited.

Limitations of the Study:

Further research is required to make before-and-after comparisons or statements about goal achievement.

Picture: Thomas Moor, 2023
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