# How AI coaching bots like Nadia are reshaping management and organisational structures



In recent discussions surrounding workplace management and coaching, the rise of AI-driven coaching assistants is emerging as a significant development. This trend is addressed in an article by the Financial Times, which explores how generative AI is being used to support managers facing considerable challenges, including the issue of inadequate training. According to Gallup, 44 per cent of managers reportedly have had no formal training, leading organisations and experts to seek innovative solutions.

One notable player in this space is Valence, a company founded in 2018 by Parker Mitchell. Initially focused on tools to enhance teamwork, Valence shifted its approach with the advent of large language models, developing AI "coach bots" designed to act as personal assistants for managers. Mitchell says, “We believe what people want is basically a personal assistant that understands them, and that can act as a proxy to them. We built it to understand you by asking you questions, not just by giving you answers.”

These AI coaches, which include named virtual agents such as Nadia (by Valence) and Aimy (by CoachHub), are being integrated into the workflows of thousands of employees globally. The advertising giant WPP is one of Valence’s clients, with Lindsay Pattison, WPP's chief people officer, reporting that, “We now have several thousand employees using Nadia for various needs, including career planning, challenging conversation role-play, team management and managing interpersonal relationships. Nadia, despite being AI, is seen as very personal, a safe space to ask questions, and people particularly liked the confidentiality, always-on access and personalisation.” Nadia supports communication in about 70 languages, including 36 used by WPP staff, offering a notable advantage for global employers.

The practical use cases for AI coaching include real-time support before challenging meetings or while commuting—preparing managers quickly and personally for daily tasks. The AI coaches are often valued for their accessibility and the confidential environment they provide, particularly for those who may not have traditional educational credentials or easy access to human coaches.

The financial implications also highlight the growth potential of this market, with a report valuing the global online coaching market at $3.2 billion in 2022, projecting it to reach $11.7 billion by 2032. While some academics and human coaches express concerns about over-reliance on AI, these virtual coaching tools are largely seen as complementary, particularly for frontline managers, while more intensive coaching remains reserved for senior leaders.

The changing dynamic in the workplace is further echoed by experts who speculate about the possible transformation of organisational structures due to AI. Traditional organisational charts may be supplanted by more fluid models—described by Microsoft senior research director Alexia Cambon as "work charts"—which focus on assembling teams of experts, both human and AI, tailored to specific tasks or projects. This resembles the Hollywood production model, where teams form temporarily for the creation of a film or TV series before disbanding.

This articulation of AI’s role in management and organisational design reflects a broader recalibration in the future of work, where technology acts as both an enabler and a challenge to traditional practices.

In other workplace-related discussions reported by the Financial Times, style and presentation remain relevant factors in career advancement. One reader query involved preparing a manager from a non-profit organisation for a CEO role equipped with a more polished and modern look. FT's deputy fashion editor Carola Long advises an updated approach to accessories such as glasses, bags, and shoes, noting that these items significantly influence perceptions. Long suggests starting with stylish glasses in dark acetate or tortoise-shell frames, quality bags such as totes or neat roll-top backpacks from brands like Porter-Yoshida, and moving away from trainers to loafers or suede desert boots that carry a modern office-ready appearance. For suits, she recommends opting for blue shades over black or grey for interviews, underlining the importance of dressing for the position sought.

Beyond AI and style advice, the Financial Times also touched on initiatives supporting workplace inclusivity through schemes like Fair Shot in London’s Covent Garden. This social enterprise café trains young adults with autism and learning disabilities as baristas and café assistants, providing them with skills and helping to place them in sustainable employment in the hospitality sector. Recruitment for a new cohort starting in September is underway, and initiatives like this reflect ongoing efforts to diversify workforces and offer meaningful career opportunities to underrepresented groups.

The discussions and examples presented by the Financial Times offer a comprehensive view of evolving workplace dynamics—from technological innovation to personal presentation and inclusivity—underscoring a multifaceted approach to managing and supporting staff in contemporary organisations.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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