

EBOOK

THE 10X TEAM COACH

How AI Assistance Turns
Good Coaches Into Great
Ones

Rashid Smith March 2026

Executive Summary

You're already a good coach. You facilitate retrospectives, navigate conflict, and help teams find their stride. But the teams you coach are changing faster than your methods. AI is already reshaping how teams work, communicate, and deliver. The question isn't whether you'll adapt — it's whether you'll lead the adaptation or get dragged along by it.

This guide introduces **The Coaching Spectrum**, a model that names six modes of coaching practice — and shows how AI amplifies each one. What changes with AI-assisted workflows is that you can operate across all six modes simultaneously — and that's what makes a 10x coach.

What You Will Learn

- **Reframe** your coaching through the six modes of the Coaching Spectrum — and amplify each one with AI-powered workflows
- **Architect** a Team Intelligence Context Library that makes AI advice team-specific
- **Build** a multi-perspective AI coaching panel for complex development decisions
- **Strengthen** your teams through the Seven Pillars of High-Performing Teams
- **Navigate** AI ethics, governance, and trust with a ready-to-use protocol
- **Execute** a 90-day roadmap to become measurably more effective

6 Modes

The Coaching Spectrum: what great coaches actually do

4 Practices

Build context, gain perspective, strengthen teams, govern AI

The Roadmap

A phased plan from first experiment to full integration

7%

of organizations have fully scaled AI across their enterprise

— McKinsey, 2026

59

out of 100 workers will need training by 2030

— World Economic Forum

75%

of organizations failing to build high-performance cultures

— McKinsey, 2026

Introduction: The Coach's Moment



When 86% of employers expect AI to transform their business by 2030, what happens to the person whose job is helping those teams through change?¹ The answer is good news: your job gets bigger, not smaller.

The World Economic Forum's research is clear: 59 out of every 100 workers will need training by 2030.¹ That's not a technology problem — that's a coaching problem. Someone has to help those 59 people build new skills, navigate uncertainty, and stay engaged while the ground shifts under them. That someone is you.

But the speed is unprecedented. Cognizant's 2026 research found that AI's impact on work is arriving **six years ahead of projections**, with the pace shifting from a 2% annual increase in AI exposure to **9%**.² What was projected for 2032 is unfolding right now. Your teams aren't getting a gentle transition — they're getting a sprint.

McKinsey found that while 88% of organizations now use AI, only 7% have scaled it across their enterprise — and 75% are failing to build high-performance cultures.³ These aren't technology gaps — they're coaching gaps. The gap between using AI and scaling AI is a coaching problem, and team coaching is the single biggest lever for closing it.

A 10x coach doesn't work ten times harder. A 10x coach covers ten times more ground because AI handles the preparation, analysis, and pattern-matching that used to consume their bandwidth. Less time hunting for retro formats, more time in the room. This guide is for Agile coaches, team coaches, Scrum Masters, and anyone whose job is helping teams perform better.

The Coaching Spectrum



Coaching is often reduced to “asking powerful questions.” That’s true, but it’s about 15% of what you actually do. In reality, you shift between roles constantly – a facilitator in standup, a teacher when explaining flow metrics, a mentor during one-on-ones, a conflict navigator when two developers can’t agree on architecture, a collaboration conductor when cross-team dependencies stall, and a problem solver when the sprint goal is at risk.

The Coaching Spectrum names what you already do intuitively. Inspired by Lyssa Adkins’ foundational work on agile coaching stances,¹¹ it identifies six distinct modes of coaching practice – adapted and expanded for the AI-augmented era. Most coaches over-index on one or two modes. The 10x coach operates across all six, shifting fluidly based on what the team needs in the moment.

Facilitator Design and run structured conversations	Teacher Transfer knowledge about practices and patterns	Coach-Mentor Develop individuals through questions and feedback
Conflict Navigator Surface and resolve interpersonal tensions	Collaboration Conductor Orchestrate work across teams and roles	Problem Solver Diagnose systemic blockers and design fixes

The Amplifier Effect

The most important finding about AI and teams came from Google Cloud’s DORA research team: AI doesn’t fix a team; it amplifies what’s already there.⁴ Strong teams use AI to become even better. Struggling teams find that AI only highlights and intensifies their existing problems. If AI is an amplifier,

the coaching you provide becomes the single most important variable in whether AI helps or hurts a team.

Industry telemetry accompanying the DORA report found that teams using AI saw a **21% increase in tasks completed** and **98% more pull requests merged**, but also a **9% climb in bug rates**.⁷ More output, yes – but also more complexity to manage. That’s not a tool problem. That’s a coaching problem.

As the DORA research team has observed, AI adoption shows zero correlation with increased burnout – when done well, with clear boundaries and strong coaching, AI can actually improve quality of work life by removing drudgery.

– Adapted from Google Cloud DORA Report, 2025

The Facilitator Mode

What you do: Design and run structured conversations – retrospectives, sprint planning, reviews, and workshops.

The Old Way: 45 minutes googling retro formats, same activities recycled every sprint.

The 10x Way: AI generates three tailored format options matched to team energy, recent dynamics, and time constraints, with timing breakdowns and facilitation notes. Saves 30–45 minutes per retro. TELUS found that AI-assisted workflows save an average of 40 minutes per interaction.⁵

The Teacher Mode

What you do: Transfer knowledge about practices, patterns, and principles. Explain flow metrics, introduce practices, and build team capability.

The Old Way: Hours creating training materials from scratch, adapting generic workshops that don’t land with your specific team.

The 10x Way: AI curates personalized learning paths for each team member, generates context-specific case studies, and translates complex concepts into the team’s domain language. You shift from content creator to learning facilitator.

The Coach-Mentor Mode

What you do: Develop individuals through powerful questions, feedback, and experience sharing. Hold space for reflection in one-on-ones.

The Old Way: Health check scores sit in a spreadsheet, reviewed once a quarter. One-on-one themes stay in your notebook.

The 10x Way: AI analyzes health check data across multiple quarters, identifies correlating trends, and drafts coaching questions for the individual or team showing the most significant change. Your conversations become sharper and more data-informed.

The Conflict Navigator Mode

What you do: Mediate disagreements, surface hidden tension, and create safe spaces for difficult conversations.

The Old Way: Rely on intuition and observation, react after tensions escalate.

The 10x Way: AI analyzes observed behavioral patterns, identifies likely underlying needs for each party, suggests structural contributing factors, and generates three conversation starters that acknowledge both perspectives. You arrive at difficult conversations better prepared.

The Collaboration Conductor Mode

What you do: Manage dependencies, facilitate cross-team coordination, and remove organizational impediments.

The Old Way: Impediments listed in a backlog, reported ad hoc. Stakeholders rarely briefed because translating coaching language into business language takes too long.

The 10x Way: AI categorizes impediments (within-team vs. organizational, technical vs. process vs. interpersonal), identifies cross-team patterns, and drafts stakeholder summaries in business language — under 300 words. Anthropic's research shows 27% of Claude-assisted work consists of tasks that would not otherwise be completed.⁶

The Problem Solver Mode

What you do: Perform root-cause analysis, design systemic interventions, and connect dots across time.

The Old Way: Reviewing past retro notes from memory, missing recurring themes across quarters.

The 10x Way: AI analyzes themes from the last 4–8 retrospectives, identifies recurring patterns, topics raised but never resolved, and potential root causes connecting multiple themes. You move from intuition-based to evidence-based problem solving.

The key insight: you don't use AI during the ceremony. You use it before and after, so the ceremony itself stays deeply human. The preparation gets faster; the human connection gets deeper. By handling the preparation work that used to force specialization, AI lets you operate fluidly across all six modes – and that's what turns a good coach into a 10x coach.

DO THIS TODAY: MAP YOUR COACHING SPECTRUM

Rate yourself 1-5 on each of the six modes: Facilitator, Teacher, Coach-Mentor, Conflict Navigator, Collaboration Conductor, Problem Solver. Circle the two modes where you spend the most time. Star the one mode you avoid. Open Claude Code and use this prompt:

I am a team coach. Here is my context:

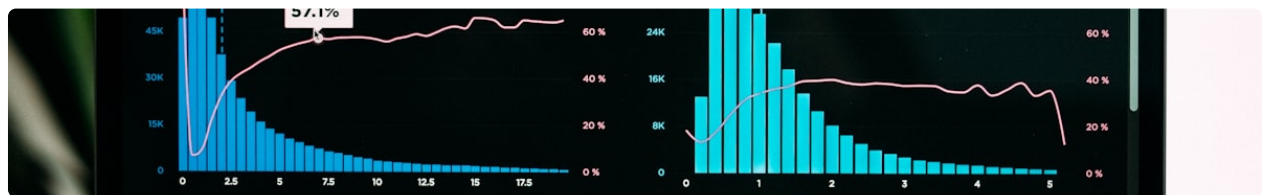
- **Coaching environment:** {Scrum / SAFe / Kanban / other}. I coach {number} team(s) of {size} people. The team(s) are {remote / hybrid / co-located}.
- **Experience:** {years} years coaching. My background is in {engineering / product / management / other}.
- **Self-assessment:** {paste your 1-5 ratings for each mode}.
- **What I have tried in my weakest mode:** {describe past attempts or 'nothing yet'}.

Act as an executive coaching advisor and provide:

1. An analysis of my coaching profile – which modes are dominant, which are under-developed, and what risks this creates for my teams.
2. Three specific experiments I could run this sprint to strengthen my weakest mode, tailored to my environment.
3. One AI-assisted workflow I could implement immediately to free up time in my strongest mode, so I can reinvest that time in development.

Note: Before uploading any documents, ensure you have authorization to do so under your organization's AI use and data governance policy.

Practice 1: Team Intelligence Architecture – The Coach’s Context Library



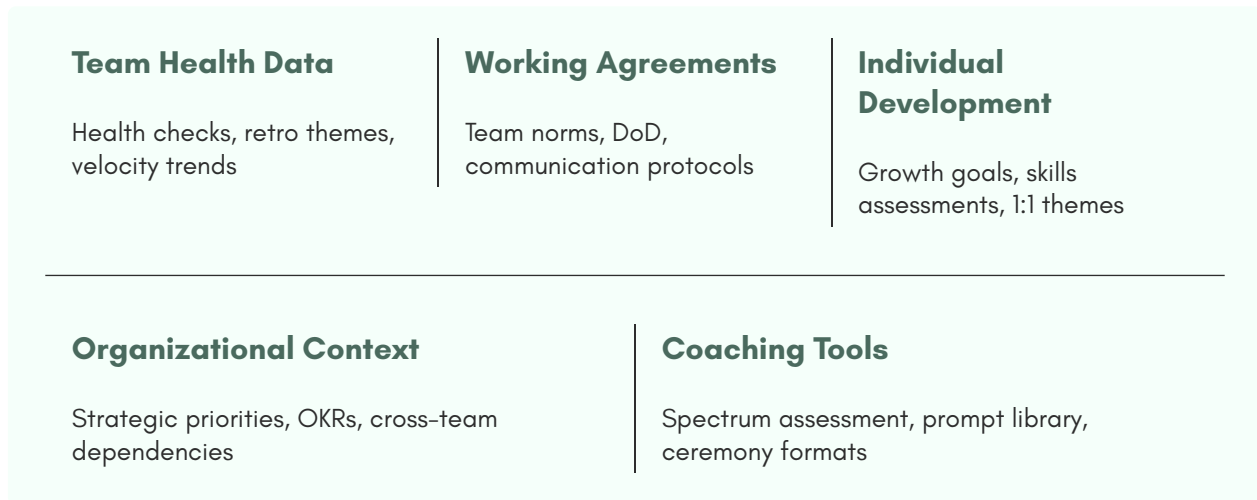
The difference between a generic AI response and a genuinely useful coaching insight is context. When you ask an AI for help without providing your team’s history, health data, and working agreements, you get generic advice that could apply to any team. When you provide rich, structured context, you get insights that are specific to your team — the kind of insights that used to require months of observation.

The 10x Team Coach builds a **Team Intelligence Context Library**: a structured collection of team data that transforms AI from a generic conversation partner into a deeply informed coaching advisor.

As research from MIT Sloan has emphasized, to unlock the full potential of AI in any domain, leaders must first organize their data into a trusted, accessible foundation. Without that foundation, any AI initiative produces generic outputs that miss organizational reality.

— Adapted from MIT Sloan Management Review, 2024

The Team Intelligence Library



Team Health Data

The quantitative foundation. Includes quarterly health check scores, retrospective theme summaries, velocity and throughput trends, and engagement data. This gives AI the longitudinal view that reveals patterns invisible to sprint-by-sprint coaching.

Working Agreements and Norms

The behavioral contracts. Includes current team working agreements, Definition of Done, communication protocols, and the team's AI usage agreements. This context ensures AI recommendations are consistent with the rules the team has co-created.

Individual Development Context

The people dimension. Includes anonymized growth goals, skills assessment summaries, and one-on-one coaching themes. This allows AI to generate personalized coaching questions and development suggestions. Always anonymize individual data and never share raw 1:1 notes with AI tools without the individual's consent.

Organizational Context

The strategic backdrop. Includes the organization's current strategic priorities, quarterly OKRs, and cross-team dependency maps. This ensures coaching interventions are aligned with where the organization is heading, not just where the team currently stands.

Coaching Tools and Prompt Library

The professional toolkit. Includes your own Coaching Spectrum assessment, a curated library of effective prompts, and ceremony formats that have worked well. This collection evolves continuously and becomes more valuable over time.

By becoming a Team Intelligence Architect, the 10x Team Coach transforms their AI assistant from a generic conversation partner into a deeply informed coaching advisor. This is the infrastructure that enables AI-powered coaching to produce team-specific, context-rich insights rather than generic advice.

DO THIS TODAY: THE MINI-CONTEXT LIBRARY

Gather the summaries from your last three to four retrospectives and your most recent team health check scores. Open Claude Code, provide all the data, and use this prompt:

I am a team coach. I am providing you with my team's retrospective summaries from the last four sprints and our most recent health check scores.

Additional context:

- **Team's current quarter goals or OKRs:** {paste or summarize}.
- **My biggest concern about this team right now:** {describe in 1-2 sentences}.

Act as a senior coaching advisor and use ONLY the information in these files and the context above to answer:

1. What are the 3-5 most recurring themes across our retrospectives?
2. Which themes were raised but never resolved?
3. Looking at the health check data, which dimensions are trending up and which are trending down?
4. Are there patterns that suggest the team's current goals are at risk?
5. What is the single most important coaching conversation I should have with this team next sprint, and what question should I open with?

Note: Before uploading any documents, ensure you have anonymized individual information and have authorization to do so under your organization's data governance policy.

Practice 2: The Agentic Coaching Team – Multi-Perspective Development



High-stakes coaching decisions – whether to confront a performance issue, how to restructure a struggling team, when to escalate an organizational blocker – are rarely clear-cut. The greatest risk in coaching is not a lack of observation, but a lack of cognitive diversity: the tendency to see every problem through your dominant Coaching Spectrum mode.

The 10x Team Coach combats this by building an **Agentic Coaching Team**: a virtual panel of AI advisors, each programmed with a distinct perspective and mandate. This technique allows the coach to stress-test their thinking from multiple angles before committing to an intervention.

The Coaching Perspectives Panel

Growth Coach Potential, strengths, stretch opportunities	Accountability Partner Commitments, follow-through, consistency	Team Scientist Dynamics, psychological safety, group health
Skills Architect Capability gaps, learning paths, T-shaped growth	Culture Sensor Values alignment, inclusion, unwritten norms	Systems Thinker Organizational blockers, structural root causes

The Growth Coach

This agent is relentlessly focused on unlocking individual potential. It looks at strengths, stretch assignments, and career aspirations. It will always ask, “What could this person become if we removed every barrier?”

The Accountability Partner

The polar opposite of the Growth Coach. This agent is focused on follow-through, consistency, and behavioral patterns over time. It reviews commitments made in previous conversations and checks if they were honored. It will always ask, “What did they commit to, and what actually happened?”

The Team Scientist

Trained on team dynamics research — Project Aristotle, Lencioni, Tuckman. This agent analyzes group-level patterns: psychological safety scores, communication patterns, decision-making velocity. It will always ask, “What is the team’s health telling us that no individual conversation would reveal?”

The Skills Architect

This agent thinks about capability systematically. It maps current skills against future needs and designs learning paths that build T-shaped professionals. It will always ask, “What skills does this team need six months from now that they don’t have today?”

The Culture Sensor

This agent scans for invisible forces that shape behavior. It listens for values alignment, inclusion dynamics, and the unwritten norms that no working agreement captures. It will always ask, “What is the culture actually rewarding, regardless of what it claims to value?”

The Systems Thinker

This agent zooms out beyond the team boundary. It examines organizational structures, cross-team dependencies, incentive misalignments, and the systemic forces that create recurring impediments. It will always ask, “What constraint above the team level is causing this pattern?”

The Growth Coach champions a stretch assignment. The Accountability Partner notes three missed commitments. The Team Scientist flags a drop in psychological safety. The Skills Architect identifies two capability gaps. The Culture Sensor spots a culture rewarding heroics over sustainability. The Systems Thinker reveals misaligned incentives.

DO THIS TODAY: THE COACHING PERSPECTIVES DEBATE

Think of a team member whose development you find most challenging. Open Claude Code and use this prompt:

I want you to simulate a coaching advisory panel to help me think through a development challenge. You will play six roles, each with a distinct perspective.

Here is the situation:

- **Person's role and tenure:** {role, how long on the team}.
- **Strengths:** {what they do well}.
- **Challenges:** {the core development issue}.
- **What I have already tried:** {past interventions and results, or 'nothing yet'}.
- **My relationship with this person:** {new / established / strained – and how long}.
- **Impact on the team:** {how this person's challenge affects the wider team}.

Here are your roles:

1. **Growth Coach** – Focus on potential, strengths, and stretch opportunities. Always ask: 'What could this person become?'
2. **Accountability Partner** – Focus on commitments, follow-through, and behavioral patterns. Always ask: 'What did they commit to, and what actually happened?'
3. **Team Scientist** – Focus on team dynamics, psychological safety, and group-level patterns. Always ask: 'What is the team health telling us?'
4. **Skills Architect** – Focus on capability gaps, learning paths, and future skill needs. Always ask: 'What skills are missing?'
5. **Culture Sensor** – Focus on values alignment, inclusion, and unwritten norms. Always ask: 'What is the culture actually rewarding?'
6. **Systems Thinker** – Focus on organizational blockers and structural root causes. Always ask: 'What systemic constraint is driving this?'

Provide a transcript of the debate as each agent presents their view. Then synthesize the perspectives into three specific coaching actions I can take this week.

Note: Before uploading any documents, ensure you have authorization to do so under your organization's AI use and data governance policy.

Practice 3: The Seven Pillars of High-Performing Teams

Google’s Project Aristotle study revealed that the single most important factor in team effectiveness is not who is on the team but how they work together.¹² Building on that research, we can identify seven evidence-based pillars for building exceptional teams – each supercharged with AI-assisted coaching workflows.

Psychological Safety Trust to take risks without fear	Dependability Complete quality work on time	Structure & Clarity Clear roles, plans, and goals	Meaning Work is personally important
Impact The team’s work creates change	Continuous Learning Growth through reflection	Adaptive Capacity Respond to change effectively	

1. Psychological Safety – “Make It Safe to Be Brave”

The Coaching Playbook: Model vulnerability, normalize failure, create rituals for celebrating learning from mistakes. Psychological safety is the single strongest predictor of team effectiveness.¹²

The AI Workflow: Use AI to analyze retrospective language for markers of psychological safety – are people raising risks openly? Are action items focused on blame or on learning? AI can surface trends the coach would miss across multiple sprints.

2. Dependability – “Say It, Do It, Show It”

The Coaching Playbook: Coach teams on making smaller, more reliable commitments. Use sprint forecasting data to have honest conversations about capacity vs. aspiration.

The AI Workflow: AI analyzes commitment-to-delivery ratios across sprints, identifies patterns in missed commitments (time of sprint, type of work), and generates coaching questions focused on sustainable pace.

3. Structure and Clarity – “Everyone Knows the Play”

The Coaching Playbook: Ensure every team member can answer three questions: What are we trying to achieve? What is my role? How does my work connect to the team’s goal?

The AI Workflow: AI audits team OKRs and sprint goals for clarity, specificity, and alignment. Flags goals that are vague, conflicting, or disconnected from organizational priorities.

4. Meaning – “This Matters to Me”

The Coaching Playbook: Connect daily work to individual values and purpose. Help team members articulate why their contribution matters beyond the sprint board.

The AI Workflow: AI analyzes engagement survey data and one-on-one themes to identify where meaning is high and where it is eroding. Generates conversation starters tailored to reconnecting individuals with purpose.

5. Impact – “We Make a Difference”

The Coaching Playbook: Make outcomes visible. Coach teams to measure and celebrate the downstream effect of their work, not just velocity.

The AI Workflow: AI connects team deliverables to business outcomes and user metrics, helping the coach tell the impact story in stakeholder reviews and team celebrations.

6. Continuous Learning – “Get Better Every Sprint”

The Coaching Playbook: Build learning into the team’s rhythm – not as an add-on but as a core ceremony. Use retrospectives as genuine learning events, not status updates.

The AI Workflow: AI tracks learning goals set in retrospectives and checks follow-through in subsequent sprints. Identifies whether the team is actually learning or just talking about learning.

7. Adaptive Capacity – “Bend Without Breaking”

The Coaching Playbook: Coach teams to distinguish between healthy adaptation and chaotic reaction. Build working agreements for how the team responds to unexpected change mid-sprint.

The AI Workflow: AI analyzes sprint disruption patterns – how often does scope change mid-sprint, what is the impact on morale and delivery, and how does the team recover? Generates coaching recommendations for building resilience.

DO THIS TODAY: THE SEVEN PILLARS TEAM SCAN

Open Claude Code and use this prompt:

I am a team coach. Here is a description of the team I am currently coaching:

- **Team size and composition:** {number of people, roles}.
- **How long I have coached this team:** {months or years}.
- **Team maturity:** {newly formed / developing / established / high-performing}.
- **Current challenges:** {describe key issues}.
- **Recent successes:** {what has gone well}.
- **Relevant data:** {velocity trends, health check scores, engagement surveys, turnover, sprint completion rates – include whatever you have}.
- **What I have already tried for areas of concern:** {past interventions and results, or ‘nothing yet’}.

Act as a senior organizational psychologist and analyze this team through the Seven Pillars of High-Performing Teams:

1. Psychological Safety – Trust to take risks without fear.
2. Dependability – Reliably complete quality work on time.
3. Structure and Clarity – Clear roles, plans, and goals.
4. Meaning – Work is personally important to members.
5. Impact – The team’s work matters and creates change.
6. Continuous Learning – Deliberate growth through reflection.
7. Adaptive Capacity – Respond to change without losing effectiveness.

For each pillar: (a) Rate the team’s likely current strength as Strong, Developing, or Needs Attention. (b) Identify one coaching conversation that would strengthen this pillar. (c) Suggest one specific experiment the team could run this sprint.

Note: Before uploading any documents, ensure you have authorization to do so under your organization’s AI use and data governance policy.

Practice 4: Governance & Trust — Ethics in AI-Assisted People Leadership

With the power of AI-assisted coaching comes a new class of responsibilities. People data is not financial data. When a coach uses AI to analyze team health or individual development, they are working with information that directly affects human beings' careers, well-being, and sense of safety. A flawed analysis, biased data, or an insecure system can erode the very trust that makes coaching effective.

As the World Economic Forum's research on AI at Work has emphasized, trust remains the biggest barrier to scaling AI — employees hesitate to rely on AI when the reasoning behind outputs is unclear or when accountability for mistakes is undefined.

— Adapted from World Economic Forum, AI at Work Report, 2026

A Three-Part Protocol for AI Coaching Governance

Protect

Guard individual privacy, data boundaries, and psychological safety

Involve

Keep the human in the loop — AI recommends, the coach decides

Evolve

Build working agreements that grow with the team's AI maturity

1. Protect: Privacy, Data Boundaries, and Psychological Safety

The 10x Team Coach treats data ethics as non-negotiable. When coaching involves AI analysis of team or individual data, the stakes are personal.

- **Anonymization First:** Never provide identifiable individual data to AI tools without explicit consent. Aggregate health check scores, anonymize one-on-one themes, and strip names from retro summaries before feeding them to any AI system.
- **Data Classification:** Establish clear categories – what data is appropriate for AI analysis (aggregated team trends), what requires explicit consent (individual development goals), and what is never appropriate (confidential HR information, performance review details).
- **Psychological Safety Audit:** Regularly check whether the team perceives AI-assisted coaching as supportive or surveillant. If team members feel monitored rather than mentored, trust erodes regardless of the coach's intentions.

2. Involve: The Coach in the Loop

AI-generated coaching insights are hypotheses, not prescriptions. The 10x Team Coach designs workflows where AI surfaces patterns and generates suggestions, but every coaching decision rests with the human.

- **The Coach as Chief Skeptic:** Always ask: Does this insight make sense given what I know about this team? What context is the AI missing? What could this recommendation get wrong?
- **Clear Handoffs:** AI-driven workflows should have explicit points where the model's output is reviewed, interpreted, and contextualized by the coach before it reaches the team. The AI suggests retrospective themes; the coach decides which ones to surface.
- **Accountability Protocol:** Who is responsible if an AI-suggested coaching intervention backfires? The answer is always the coach. AI is a tool. The coach is the professional accountable for its use.

3. Evolve: Working Agreements That Grow

AI governance for coaching is not a one-time policy document. It is a living set of working agreements that evolve as the team's AI maturity advances.

- **Maturity-Appropriate Governance:** A team just starting with AI needs basic agreements about data privacy. A more mature team needs agreements about AI output review standards, prompt sharing protocols, and experiment safety boundaries.

- **Team Co-Creation:** Governance works when the team co-creates it. Facilitate a session where the team defines their own AI boundaries rather than imposing rules from above. This builds ownership and compliance.
- **Regular Review:** Revisit AI working agreements every quarter. As AI capabilities evolve rapidly, agreements must keep pace.¹⁰

DO THIS TODAY: THE AI ETHICS CONVERSATION STARTER

Before introducing any AI-assisted workflow to your team, facilitate a 30-minute conversation using these five questions:

1. What team data are we comfortable using with AI tools, and what is off-limits?
2. Who reviews AI-generated coaching insights before they inform any decision?
3. How will we know if AI-assisted coaching is helping rather than creating a feeling of surveillance?
4. What happens when an AI-generated suggestion is wrong or harmful?
5. How often will we revisit these agreements as our AI maturity evolves?

Document the team's answers as a working agreement. The 18th State of Agile Report found that only 49% of organizations have AI governance guardrails in place⁸ — your team is now in the better half.

Optional follow-up: Paste the team's answers into Claude Code with this prompt:

Here are my team's answers to five AI ethics questions. Format these into a professional AI Working Agreement document with:

1. A header with team name and date.
2. Each agreement as a clear, actionable statement.
3. A review date set for next quarter.
4. A signature section for team members.

Note: Before uploading any documents, ensure you have authorization to do so under your organization's AI use and data governance policy.

Conclusion: Your 90-Day Coaching Transformation Plan



We have covered a tremendous amount of ground – from the Coaching Spectrum and the Amplifier Effect to the Agentic Coaching Team, the Context Library, the Seven Pillars, and the governance protocol that makes it all trustworthy. The scope of this transformation is immense, but the journey to becoming a 10x Team Coach is not a single leap; it is a series of deliberate, disciplined steps.

This Week

Lay the foundation – run three exercises

This Month

Launch a pilot with one team and one ceremony

This Quarter

Integrate across all modes and share what works

This Week: Lay the Foundation

Your goal this week is to move from theory to practice:

1. **Complete your Coaching Spectrum self-assessment.** Rate yourself 1-5 on all six modes. Be honest about where you're strong and where you're avoiding.
2. **Run your first AI experiment.** Pick one prompt from this guide and use it to prepare your next ceremony. TELUS found that even simple AI-assisted workflows save an average of 40 minutes per interaction.⁵
3. **Have one conversation about AI with your team.** Not a presentation – a conversation. Ask them what they're curious about and what worries them.

This Month: Launch a Pilot

Your goal this month is to move from personal experimentation to a team-based pilot:

1. **Build your mini-Context Library.** Gather your last three retrospective summaries and health check scores into a single document – this is the foundation for every AI-assisted workflow that follows.
2. **Assess your primary team on the Seven Pillars.** Share the model and discuss where they see themselves.
3. **Use the Coaching Perspectives Panel** to prepare for your most challenging development conversation.
4. **Draft your first AI-assisted stakeholder brief.** Show leadership that coaching drives measurable outcomes.
5. **Establish one working agreement about AI usage** with your team.

This Quarter: Build Infrastructure and Deliver Value

Your goal this quarter is to begin scaling your success:

1. **Build your Team Intelligence Context Library.** Expand from a mini-library to the full architecture described in this guide.
2. **Operate across all six Spectrum modes with AI support.** The preparation happens with AI; the coaching happens with humans.
3. **Launch at least three team-owned AI experiments** – let the team choose the workflows, with you as guide beside them.
4. **Strengthen at least one Pillar measurably.** Document the specific behaviors that changed.
5. **Share your toolkit with at least one other coach.** The 10x effect multiplies when coaches coach coaches.

What to Watch For Next

The world of AI is evolving at an exponential rate. The capabilities described in this guide are just the beginning. Keep a close eye on agentic AI systems that can coordinate multi-step coaching workflows, the integration of AI directly into collaboration platforms, and the emergence of real-time team health sensing tools.

The journey never ends, but with the tools and mindset outlined in this guide, you are well-equipped to lead your teams into the future of work – not as a technologist, but as a coach who makes technology human.

References

1. World Economic Forum. (2025). The Future of Jobs Report 2025.
2. Cognizant. (2026). New Work, New World 2026: How AI is Reshaping Work.
3. McKinsey & Company. (2026). The State of Organizations 2026: Three Tectonic Forces That Are Reshaping Organizations.
4. Google Cloud. (2025). 2025 DORA Report: State of AI-Assisted Software Development.
5. TELUS. (2026). TELUS Boosts Workplace Innovation with Claude. Anthropic Customer Story.
6. Anthropic. (2025). How AI Is Transforming Work at Anthropic.
7. Faros AI. (2025). Key Takeaways from the DORA Report 2025: AI Impact on Dev Metrics.
8. Digital.ai. (2025). 18th Annual State of Agile Report.
9. World Economic Forum. (2026). AI at Work: From Productivity Hacks to Organizational Transformation.
10. International AI Safety Report Consortium. (2026). International AI Safety Report 2026.
11. Adkins, L. (2010). Coaching Agile Teams: A Companion for ScrumMasters, Agile Coaches, and Project Managers in Transition. Addison-Wesley.
12. Google re:Work. (2015). Guide: Understand Team Effectiveness (Project Aristotle).
13. MIT Sloan Management Review. (2024). 4 Takeaways for Finance Teams as They Implement AI.

Disclaimer

Not Professional Coaching, Consulting, or Business Advice. The content in this guide is provided for informational and educational purposes only. Nothing in this publication constitutes professional coaching, consulting, or business advice. The models, workflows, prompts, and strategies described herein are illustrative examples and should not be relied upon as a substitute for consultation with qualified coaching, HR, or organizational development professionals.

No Guarantee of Results. The use of artificial intelligence tools, including but not limited to Claude, Claude Code, or any other AI platform referenced in this guide, does not guarantee any specific outcome or team performance result. AI-generated outputs may contain errors, omissions, hallucinations, or inaccuracies. All AI outputs must be independently reviewed by qualified professionals before being used to inform any coaching, people leadership, or organizational decision.

Comply With Your Organization's Policies. Before implementing any workflow, tool, or strategy described in this guide, you must ensure full compliance with your organization's internal policies, including but not limited to: data governance and privacy policies, information security and acceptable use policies, approved software and vendor lists, employee data handling and confidentiality requirements, and applicable employment and labor regulations.

Protect Individual Privacy. Team coaching involves sensitive human data. Never upload identifiable individual performance data, confidential HR information, personal development records, or private one-on-one conversation details to any AI tool without explicit authorization from both the individuals involved and your organization's appropriate governance body.

Use Approved Accounts and Tools Only. Always use corporate-approved accounts, licensed software, and authorized platforms when working with AI tools in a professional context. Do not use personal accounts or unapproved third-party services for coaching work involving team or organizational data.

Tool References. This guide uses Claude Code as the representative AI tool in its exercises and examples for illustrative purposes. The models, workflows, and strategies described are broadly applicable and can be adapted to any capable large language model or AI assistant. Reference to any specific product does not constitute an endorsement, and readers should evaluate and select tools based on their organization's requirements, approved vendor lists, and security standards.

Limitation of Liability. The author and publisher of this guide disclaim all liability for any loss, damage, or adverse outcome arising from the use of or reliance on the information, workflows, or AI-generated outputs described herein. You assume full responsibility for any actions taken based on the content of this guide.

Copyright © Rashid Smith, 2026. All rights reserved.

Rashid Smith

