

THE CHANGE REPUBLIC

AI Coach Compliance Statement

Last updated: 12 August 2025

1. Purpose and Scope

The Change Republic GmbH has developed an AI Coach on Chatbase to support leadership, AI-at-work, and change conversations, as well as short coaching sessions on professional challenges. This statement outlines how our AI Coach aligns with the International Coaching Federation (ICF) Artificial Intelligence Coaching Standards (V1.01, 2024) for conversational AI coaching applications.

Our commitment:

- Embed ICF's coaching ethics and mindset into AI interactions.
- Be transparent with clients about AI capabilities, limits, and data use.
- Protect user safety, privacy, and autonomy.
- Maintain continuous improvement to meet and exceed the standards.

2. Summary of Compliance

An overview about the ICF Standard Areas, how we address it & status:

A.1 AI Ethics

Clear indication that the client is speaking with an AI (welcome message, disclaimers). Limits of AI stated in disclaimers and Terms. Consent required before coaching. Bias and data transparency covered in Privacy Policy and Terms.

→ Met (Basic)

A.2 Coaching Mindset

System prompt ensures non-directive stance in coaching mode (GROW model, one question at a time). Advice mode cites credible sources.

→ Met (Basic)

B.3 Establishes & Maintains Agreements

Consent form and welcome flow set scope, benefits, and opt-in. No session proceeds without user start.

→ Met (Basic)

B.4 Trust & Safety

Privacy Policy and Terms cover ownership, design intent, and human coach access. AI warns it is not for mental health and gives crisis lines.

→ Met (Basic)

B.5 Maintains Presence

Neutral tone, avoids excessive anthropomorphism, allows user to revisit inputs in same session.

→ Met (Basic)

C.6 Listens Actively

AI adapts responses to prior inputs and provides explanatory context where useful.

→ Met (Basic)

C.7 Evokes Awareness

Uses open-ended questions, metaphors, and silence in coaching mode. Offers alternative perspectives in advice mode.

→ Met (Basic)

D.8 Facilitates Growth

Supports goal setting, problem clarification, exploration of alternatives, and consideration of consequences.

→ Met (Basic)

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D.9 Reinforces Growth

Summarises commitments, affirms progress, and encourages follow-up.

→ Met (Basic)

E.10 Reliability Measures

Internal QA before updates; user feedback encouraged; clear system limits disclosed.

→ Met (Basic)

E.11 Usability

Plain language; accessible via web; minimal onboarding; culturally sensitive content.

→ Met (Basic)

F.12 Security & Privacy

Data encrypted in transit; handled per Swiss FADP; retention limits defined; third-party safeguards in place.

→ Met (Basic)

F.13 Resilience & Accessibility

Web accessibility best practices applied; accessible on desktop and mobile.

→ Met (Basic)

3. Gaps and Continuous Improvement

While the AI Coach meets the Basic requirements in all ICF domains, we are working towards Advanced compliance in selected areas:

- Bias mitigation – exploring more systematic bias testing and quality assurance reporting.
- Advanced reliability testing – expanding user trials to include comparative studies with human coaching.
- Accessibility – adding enhanced support for screen readers and alternative input methods.

4. Evidence and User Assurance

- Consent: All users must sign a consent form before first use.
- Transparency: AI identity, purpose, and limitations disclosed in the welcome message, footer, and dismissible disclaimer.
- Policies: Privacy Policy and Terms & Conditions publicly available and linked in every chat session.
- Safety: Crisis resources provided for mental health disclosures.

5. Commitment to Ethical AI Coaching

The Change Republic commits to:

- Following ICF's Code of Ethics in AI design and deployment.
- Reviewing and updating AI prompts, safeguards, and user content regularly.
- Maintaining an open channel for feedback to improve safety, fairness, and user experience.

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5. Preparation and Methodology

This compliance statement is based on an internal self-assessment carried out by The Change Republic in August 2025.

The assessment process included:

- Reviewing the International Coaching Federation (ICF) Artificial Intelligence Coaching Standards (V1.01 – 2024).
- Mapping each relevant Basic requirement for conversational AI coaching systems to our AI Coach's documented functionality, user interface, policies, and safeguards.
- Verifying evidence against publicly available user-facing content, including: the welcome message, disclaimers, consent form, Terms & Conditions, and Privacy Policy.
- Identifying areas where we meet Basic requirements and noting ongoing work towards Advanced compliance.

Scope and limitations

- This review applies only to The Change Republic's AI Coach hosted on Chatbase and not to other services such as human coaching, workshops, or training.
- The statement reflects compliance with Basic requirements of the ICF AI Coaching Standards and does not represent a formal ICF certification.

Ongoing assurance

- We actively monitor user feedback and technical performance to ensure continued alignment with the standards.
- This self-assessment will be reviewed at least annually, or sooner if the ICF standards or our AI Coach undergo significant changes.

Ethics and escalation

- Our AI Coach is designed in line with the ICF Core Competencies and Code of Ethics in addition to the AI Coaching Standards.

For questions about this statement, please contact:

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Zürich, 12th August 2025

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