# The Benefits of AI-Based Professional Coaching for Team Leaders: Achieving Higher Engagement by Leveraging Intrinsic Values

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*This article explores the benefits of the Ntrinsx Virtual Coach (VC), an AI agent trained in established management principles, the Ntrinsx methodology, and company policies. The VC "knows" the team leader, their team members, and the values of everyone within the organization, by their colors. Throughout this article, references to color predominance (e.g., a Gold manager) indicate individuals who primarily embody that color's temperament traits, typically those for whom Gold is their first or second color.*



In the era of digital transformation, artificial intelligence (AI) is proving to be an invaluable tool in every aspect of business, including team management and professional coaching. With AI-powered coaching, team leaders can access tailored insights that not only enhance their leadership skills but also align with each team member's intrinsic values, driving engagement and productivity. By fine-tuning coaching advice based on individual team members' colors, the Ntrinsx VC helps leaders capitalize on each person's strengths and maintain an inclusive, dynamic environment. Let's begin by exploring the benefits of AI-based coaching for leaders and demonstrate how understanding and leveraging team members' intrinsic values elevate team performance and morale.

## What is AI-Based Professional Coaching?

AI-based coaching platforms use machine learning algorithms to analyze and provide data-driven insights, personalized feedback, and specific coaching tips. These insights help team leaders improve their decision-making, communication, and interpersonal skills. By leveraging large datasets and continuous feedback loops, AI coaching systems can deliver

real-time advice and recommendations that are uniquely tailored to each leader's team and its specific dynamics. The Ntrinsx VC leverages AI and provides a deeper level of understanding by embedding the Ntrinsx methodology and knowledge base.

For team leaders, this means that coaching advice becomes more accessible, relevant, and adaptable to the needs of their team. By incorporating intrinsic values into coaching feedback, the AI-driven coaching solution can help leaders understand what motivates and drives each team member, making their guidance more impactful and aligned with individual personalities.

**The Power of Intrinsic Values and Colors**

Understanding intrinsic values allows leaders to tap into what genuinely drives their team members, fostering an environment where everyone's unique contributions are valued. At Ntrinsx, these intrinsic values are represented by color-coded types:

**Gold** Represents individuals who value structure, organization, and reliability.

**Orange** Represents individuals who thrive on flexibility, action, and quick results.

**Green** Represents individuals motivated by logic, analysis, and strategic thinking.

**Blue** Represents individuals who prioritize empathy, relationships, and collaboration.

Each team member brings a unique energy and strength based on their color, contributing to the team's overall mission in distinct ways. While the team as a whole shares the responsibility for success, successful leaders leverage these different strengths by aligning tasks and feedback to the intrinsic values of each member.

**THE ADVANTAGES OF AI-BASED COACHING WITH INTRINSIC VALUES**

**Personalized Coaching for Enhanced Team Dynamics**

Traditional coaching often lacks the personalization needed to address diverse team compositions. In contrast, AI-based coaching can analyze team structures, roles, and temperament dynamics to provide personalized guidance. For instance, if a team is composed of Gold and Orange individuals, an AI coach might recommend strategies for balancing the need for structure with the desire for flexibility, helping the leader mediate potential clashes.

Consider a leader managing a project team that includes both Gold and Orange team members. A Gold-oriented employee might feel anxious about spontaneous changes, while an Orange team member thrives in a dynamic environment. AI-based coaching could advise the leader on how to communicate changes in a way that assures the Gold team

member of the plan's structure while encouraging the Orange team member to embrace flexibility. This approach minimizes tension and ensures that everyone feels heard and supported.

### Higher Engagement Through Intrinsically Motivated Goals

AI-based coaching that is fine-tuned to each team member's colors enables leaders to set goals that resonate with individual motivations. For example, a Green-oriented team member who values problem-solving might benefit from tasks that involve data analysis or strategic planning, while a Blue team member could be more engaged by tasks that involve collaboration and fostering team morale.

Let's say a leader is working on a team engagement initiative. AI-based coaching could suggest assigning a Blue-oriented team member to lead group discussions or team-building activities, as their natural affinity for relationships and empathy would make them ideal for this role. By aligning tasks with team members' intrinsic values, leaders can boost engagement and job satisfaction, as each individual feels they are making meaningful contributions in ways that align with their strengths.

### Effective Conflict Resolution with Value-Based Insights

Conflicts are inevitable in any team, but with AI-based coaching that incorporates intrinsic values, leaders can proactively address potential issues with greater empathy and understanding. For instance, an AI coach might highlight that a conflict between a Green and an Orange team member could stem from different communication styles—Green individuals often prefer logic-driven discussions, while Orange individuals are more action-oriented and direct.

Armed with this insight, the leader can facilitate a more constructive discussion, encouraging the Green member to express their strategic perspective while guiding the Orange member to consider data-backed suggestions. By understanding these differences, leaders can create a more inclusive environment where diverse perspectives are respected and valued.

### Enhanced Adaptability to Changing Team Needs

Team needs evolve over time, and leaders who can adapt quickly are better positioned to maintain high performance. AI-based coaching provides real-time, data-driven feedback that evolves with the team, allowing leaders to adapt their strategies as the team composition or project requirements change.

For example, if a new Green team member joins a predominantly Orange team, AI coaching might recommend strategies for integrating this individual without disrupting the team's

flow. The AI could suggest ways for the leader to provide data-backed briefs to the Green member, helping them adjust to the team's fast-paced environment. This kind of tailored support enhances the leader's adaptability and ensures that the new member feels valued from the start.

**Boosting Team Cohesion and Commitment**

When team members feel their intrinsic values are recognized and respected, they are more likely to be engaged and committed to the team's mission. AI-based coaching that advises leaders on how to acknowledge each team member's values strengthens cohesion by promoting a sense of belonging. Leaders can use AI coaching to recognize the achievements of each individual in ways that resonate most.

For instance, an Orange team member might appreciate being recognized for quick problem-solving under pressure, while a Gold team member is more likely to feel valued when their organizational skills and attention to detail are acknowledged. By celebrating each member's unique contributions, leaders can foster a culture where everyone's strengths are visible and appreciated, boosting overall morale.

**Real-World Example: Building a Product Launch Team**

Imagine a scenario where a team leader is tasked with building a cross-functional team for a product launch. This team includes:

> **Sarah (Gold)** An operations manager who excels at keeping projects on schedule.

> **Jake (Orange)** A marketing specialist known for his quick, action-oriented decision-making.

> **Nina (Green)** A data analyst who focuses on gathering insights for product positioning.

> **Alex (Blue)** A customer service lead who prioritizes client satisfaction and team morale.

An AI-based coaching platform could guide the team leader in aligning tasks with each person's strengths. For example, Sarah (Gold) could be assigned to project management, where her organizational skills would shine. Jake (Orange) could lead marketing campaigns, leveraging his action-oriented approach. Nina (Green) could handle data analysis, ensuring all decisions are supported by evidence. Alex (Blue) could manage client communications and team morale, fostering a customer-centric and collaborative environment.

With AI insights, the leader could also tailor their feedback based on each team member's color, improving engagement and job satisfaction. For instance, the leader might regularly acknowledge Sarah's detailed project planning, commend Jake's quick decision-making,

appreciate Nina's strategic analysis, and celebrate Alex's relationship-building efforts. This kind of personalized recognition encourages team members to stay motivated, knowing that their contributions are not only visible but also integral to the team's success.

**AI-BASED COACHING SERVES ALL EXPERIENCE LEVELS**

AI-based coaching offers valuable support to team leaders at all experience levels, from newly promoted managers to seasoned veterans. By personalizing guidance based on team members' colors (intrinsic values) and adjusting recommendations according to each leader's experience level, AI can make leadership more effective and intuitive. Here's how AI-based coaching can benefit leaders across the experience spectrum:

**For Newly Promoted Leaders: Building Foundational Skills and Confidence**

Newly promoted leaders often face the challenge of shifting from individual contributor roles to management responsibilities. For these leaders, AI-based coaching can provide a strong foundation by helping them understand their team members' intrinsic values and giving structured guidance on communication, motivation, and conflict resolution.

**Color-Based Insights for Relationship Building** New leaders can use color-based insights to understand each team member's motivations and values from the start. For instance, AI can highlight that Gold team members value structure, so it might suggest the leader use clear schedules and consistent updates to help them feel secure.

**Practical Suggestions for Managing Diverse Styles** AI can offer concrete, real-time advice on how to interact with each team member based on their color, guiding new leaders through various scenarios such as providing feedback or setting goals. For example, AI might advise a new leader to frame feedback for an Orange team member in a results-oriented way, focusing on how their actions contribute to team outcomes.

**Confidence-Building through Quick Wins** By following tailored recommendations, new leaders can gain early "wins" in areas like communication and team bonding, building confidence and trust. For instance, an AI coach might suggest regular check-ins with Blue team members, who value empathy and relationships, to foster rapport and support.

**FOR INTERMEDIATE LEADERS: Developing Adaptability and Refining Management Techniques**

Intermediate leaders, who have some experience but are still refining their management style, benefit from AI-based coaching by gaining deeper insights into team dynamics and more nuanced advice for handling complex scenarios.

**Enhanced Conflict Resolution Skills** With AI-based coaching, intermediate leaders can gain valuable insights into potential sources of conflict and strategies for managing diverse personalities. For example, an AI coach might help identify why a Green team member, who values data and logic, might clash with an Orange team member, who prefers quick action and flexibility. The AI could suggest specific ways to mediate the conflict by finding common ground, improving the leader's skills in conflict resolution.

**Adapting to Dynamic Team Needs** Intermediate leaders often manage larger or more diverse teams with changing demands. AI coaching helps these leaders adapt their approach as teams evolve, such as by recommending that a leader assign a Gold team member to stabilize processes during a time of rapid change or enlist a Blue team member to support team morale during challenging projects.

**Refining Communication and Motivation Strategies** Intermediate leaders can leverage AI to refine their approach to motivating team members. For instance, AI might encourage these leaders to use analytical data to engage a Green team member while focusing on team recognition for a Blue team member. By aligning motivation techniques with team members' colors, leaders can maximize engagement and fine-tune their communication skills.

**FOR EXPERIENCED LEADERS: Expanding Strategic Influence and Enhancing Team Dynamics**

Experienced leaders are often managing complex teams with high performance expectations. For these leaders, AI-based coaching offers a way to deepen their strategic insights and continuously improve by leveraging team members' colors in more sophisticated ways.

**Strategic Delegation and Task Alignment**: With a clear understanding of each color's intrinsic values, AI coaching helps experienced leaders delegate more effectively. For example, it might suggest assigning high-level planning to Green team members who thrive on analysis, or customer relations tasks to Blue team members who value empathy and collaboration. By aligning tasks with each team member's color, experienced leaders can boost productivity and performance.

**Guidance on Leading Through Change**: AI-based coaching can provide experienced leaders with advanced strategies for guiding their teams through periods of change. For example, AI might recommend that they empower Orange team members to drive quick adjustments during transitions, while involving Gold team members in creating new, reliable processes.

**Advanced Emotional Intelligence Techniques**: Experienced leaders may already have strong EQ, but AI-based coaching offers insights into even more nuanced emotional and motivational techniques. AI can suggest subtle ways to build trust with each color type, such as inviting Blue team members to participate in collaborative projects or providing Greens with data and autonomy on new strategic initiatives. These nuanced techniques help experienced leaders maintain strong engagement and team loyalty.

**OVERALL BENEFITS OF AI COACHING FOR ALL LEADERS**

Whether a leader is new to their role or has years of experience, AI-based coaching based on colors provides consistent benefits:

**Objective Feedback**: AI offers objective, data-driven advice tailored to each team member's colors, helping leaders understand team dynamics without personal bias.

**Real-Time, Adaptable Support**: Leaders of all levels can receive real-time suggestions, allowing them to address challenges immediately. This adaptability means that even seasoned leaders can continue evolving their management style as team needs change.

**Long-Term Growth and Engagement**: By continuously reinforcing the value of intrinsic motivations and personalized interactions, AI-based coaching helps leaders foster a culture of engagement and trust. This benefits the organization by improving retention, morale, and productivity across teams.

**CONCLUSION**

AI-based coaching offers a transformative approach to team management, providing leaders with the insights they need to understand and leverage each team member's intrinsic values. By aligning coaching strategies with individual motivators, leaders can foster a more engaged, productive, and cohesive team. When AI-driven insights are paired with an understanding of each member's unique colors, team leaders can adapt their approach to align with strengths and enhance team dynamics.

The success of a team ultimately lies in the ability of its members to work together harmoniously, each bringing their unique strengths to bear on shared goals. With AI-based coaching, team leaders are equipped to create a more inclusive, respectful, and high-performing environment where each member's intrinsic values are celebrated. In a world where engagement and productivity are essential to organizational success, leveraging the power of AI in professional coaching is a game-changer for leaders and teams alike.

AI-based coaching tailored to team members' intrinsic values supports leaders at all stages of their development. By offering personalized guidance based on each team member's color, AI helps new leaders build foundational skills, intermediate leaders refine their management approach, and experienced leaders enhance their strategic impact. Through this approach, AI coaching maximizes the unique strengths of every team member, creating an inclusive and high-performing team environment that contributes to both personal and organizational success.

*Bob Hill is the Founder and CEO of Ntrinsx, a company that specializes in providing online assessments, training, and AI-based leadership tools designed to help individuals and teams understand and leverage intrinsic values to improve communication, collaboration, and workplace culture. Under his leadership, Ntrinsx focuses on innovation in social intelligence and microlearning, supporting over 100 languages and offering tools for both corporate and family settings.*