The Science Behind AIMY™

Ethically and effectively scaling AI coaching for the global workforce.

As AI reshapes all industries, an urgent question emerges; how can we use it to scale coaching responsibly and effectively?

AIMY™ is CoachHub's answer. Purpose-built from the ground up, AIMY™ is an AI coach grounded in decades of coaching literature and the latest developments in behavioral science.

Hey, I'm AIMY™, your personal AI Coach.

Let's fine-tune the coaching style your coach will apply throughout your journey.

Thinking style:

Precise
Your coach will deliver concise guidance to keep you on track.

Exploratory
Your coach will encourage insights, curiosity, and self-discovery.

Communication style:

Analytical
Logical and structured, with a focus on facts and precision.

Driver
Direct and results-driven, keeping things clear and efficient.

Amiable
Supportive and encouraging, fostering a positive environment.

Expressive
Energetic and inspiring, bringing enthusiasm to every step.

Unlike existing AI tools, AIMY™ simulates authentic coaching interactions based on three proven coaching modes:

COACHING MODE	HOW AIMY™ WORKS	DEVELOPMENT BENEFIT
Situational Coaching	→ Real-time support and solution-focused coaching.	→ Empowers decision making in the flow of work.
Goal-Based Coaching	→ Structured goals and planning, progression tracking, follow-ups.	→ Increases focus, motivation and accountability.
Role-Play	→ Simulated conversations and feedback loops.	→ Builds confidence, communication and interpersonal skills.

All interactions with AIMY™ can be delivered via text, voice or video and can be tailored to tone, language and communication style to promote psychological safety and autonomy.

'With AIMY™, our teams don't just work, they thrive. Redefining productivity, collaboration and innovation at every level.'

Dr. V Boykin
Senior Program Manager, GTM Leadership Development | HubSpot

Grounded in the latest research

Academic rigour and real-world relevance is at the core of AIMY™. The world-class development team behind our AI coach identified four Sources of Evidence that act as AIMY™'s foundation:

SOURCE OF EVIDENCE	WHAT WAS USED	HOW IT SHAPED AIMY™
Scientific literature	• Goal-Based Coaching (Grant, 2020). • Solution-Focused Coaching (Grant, 2022). • Behavioral nudging (Thaler & Sunstein, 2008). • Experiential Learning (Kolb & Fry, 1975). • Designing AI Coach Framework (Terblanche, 2020).	Shaped AIMY™'s coaching architecture, tone, feedback and nudging system.
Coaching experts	• Top CoachHub Coaches, all certified at the ICF PCC-level or above. • Experts in learning design and leading behavioral scientists. • Members of the CoachHub Science Council. • Representatives from ICF-Germany.	Guided AIMY™'s conversational style, content coverage, tone and user pathways.
Stakeholder values and concerns	• Clients, legal, compliance and end users. • Ethical and privacy expectations.	Informed market needs, desires and use cases, safeguards, disclaimers and user control options.
Organizational data	• +1,000 global clients. • Early AI prototype interactions. • Coachee engagement and learning trends.	Influenced conversation design, prioritized scenarios and decisions regarding AIMY™'s primary capabilities.

AIMY™ vs Existing AI

AIMY™ was not built to answer questions, but to guide transformation - safely, ethically and at scale. While powerful in many use cases, general-purpose AI tools lack several critical features that coaching demands, such as:

→ No coaching methodology.

→ More likely to deliver generic advice.

→ Lack of consistent and trusted resources based on sound coaching practices.

→ No behavioral reinforcement.

Anchored in coaching literature, behavioral science and AI Coaching ethics, AIMY™'s purpose is clear: to ensure the power of coaching is accessible to all.

'Leading market research studies show that by the end of this decade any major organization will have rolled out coaching at scale. With AIMY™, we're taking the proven method of coaching for the managerial and executive level and bringing it to the individual level. So we can take a tool like coaching and make it accessible to anyone.'

Matti Niebelschütz, **CEO and Co-Founder | CoachHub**

Ready to learn more?

Download the new White Paper 'The Science Behind AIMY™' for a deep-dive into the intrinsic workings of AIMY™'s brain.

DOWNLOAD WHITE PAPER

I keep losing focus on my goals.

AIMY™
Let's simplify. What's one thing you can tackle today?